

ESTTA Tracking number: **ESTTA717359**

Filing date: **12/29/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	12/30/2015
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES

Attorney information	Joseph Petersen Kilpatrick Townsend & Stockton LLP 1114 Avenue of the Americas, 21st Fl. New York, NY 10036 UNITED STATES jpetersen@ktslaw.com, prosenberg@kilpatricktownsend.com, sroe@ktslaw.com, agarcia@ktslaw.com, tmadmin@ktslaw.com Phone:212-775-8700
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Applicant Information

Application No	86632000	Publication date	09/01/2015
Opposition Filing Date	12/29/2015	Opposition Period Ends	12/30/2015
Applicant	TCB Encore LLC 1011 Lake Country Drive Greensboro, GA 30642 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2015/04/22 First Use In Commerce: 2015/05/07

All goods and services in the class are opposed, namely: Computer hardware and computer software programs for the integration of text, audio, graphics, still images and moving pictures into an interactive delivery for multimedia applications; Computer software for use in the encryption and decryption of digital files, including audio, video, text, binary, still images, graphics and multimedia files; Computer software for use in the safeguarding of digital files, including audio, video, text, binary, still images, graphics and multimedia files; Computer software to enhance the audio-visual capabilities of multimedia applications, namely, for the integration of text, audio, graphics, still images and moving pictures; Downloadable audio files, multimedia files, text files, e-mails, written documents, audio material, video material and games featuring information in the form of downloadable short educational/training communications in the field of human resource development for the promotion of employee retention, career growth and increased productivity for employees and employers; Downloadable image file containing artwork, text, audio, video, games and Internet Web links relating to sporting and cultural activities; Downloadable multimedia file containing artwork, text, audio, video, games, and Internet Web links relating to a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content;

Downloadable multimedia file containing text relating to a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content; Electronic advertisement and messaging display unit with multi-networking (TCP/IP) capabilities and remote connectivity; Electronic text-messaging device for use in conjunction with personal digital assistants; Instrument to facilitate text-messaging in the nature of a stylus-type device that is attached to the hand for use in conjunction with personal digital assistants; Interactive, motion sensitive electronic announcer for recording and playback of an audio message or instruction; Luminous variable/dynamic signs using light emitting diodes and electronic controllers to produce real-time and programmable messages and information displays; Microwave transmission apparatus for delivering radio programs and messages; Portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, and audio files; Portable telecommunication instant messaging devices; Recordable compact disks and digital video disks with printable upper surfaces on which text or graphics can be directly printed; Software for processing images, graphics and text; Wearable digital electronic devices comprised primarily of software for a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content and display screens and also featuring a bracelet; Wearable digital electronic devices comprised primarily of software for a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content and display screens and also featuring a wristwatch; Wireless communication device featuring voice, data and image transmission including voice, text and picture messaging, a video and still image camera, also functional to purchase music, games, video and software applications over the air for downloading to the device


Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

U.S. Registration No.	3317089	Application Date	06/04/2004
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	APPLE		


Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical videorecords; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs,)) all featuring or relating to music and films; digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and videorecords featuring or relating to music, entertainment and films))</p>		
U.S. Registration No.	3317089	Application Date	06/04/2004
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	APPLE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical videorecords; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs,)) all featuring or relating to music and films; digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and videorecords featuring or relating to music, entertainment and films))


U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adapters; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring,</p>


	<p>downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.		
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		


U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network;</p>

	computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above
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U.S. Registration No.	3084491	Application Date	04/26/2004
Registration Date	04/25/2006	Foreign Priority Date	11/04/2003
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles, railway cars [and engines,] ships and planes; sound effect generators and instruments comprised of computer hardware and software</p> <p>Class 012. First use: First Use: 0 First Use In Commerce: 0 [automobiles]</p> <p>Class 015. First use: First Use: 0 First Use In Commerce: 0 Electric and electronic musical instruments; musical instruments adapted to programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generators; musical instruments controlled by computer software</p>		


U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		


Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest</p>		

U.S. Registration No.	3359045	Application Date	04/09/2007
Registration Date	12/25/2007	Foreign Priority Date	11/13/2006

Word Mark	APPLE TV
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content

U.S. Registration No.	3359157	Application Date	04/11/2007
Registration Date	12/25/2007	Foreign Priority Date	NONE
Word Mark	TV		
Design Mark			
Description of Mark	The mark consists of a design of an apple with a bite removed.		
Goods/Services	Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other		

	multimedia content		
U.S. Registration No.	3746840	Application Date	12/15/2007
Registration Date	02/09/2010	Foreign Priority Date	06/22/2007
Word Mark	IPHONE		
Design Mark			
Description of Mark	The mark consists of a design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Handheld mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, and for use as a handheld computer, personal digital assistant, electronic organizer, electronic notepad, and camera</p> <p>Class 028. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Handheld unit for playing electronic games</p> <p>Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Telecommunication access services; communication by computer; transmission of data and of information by electronic means; provision of telecommunications connections to computer databases and the Internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; provision of telecommunications connections to electronic communications networks, for transmission or reception of audio, video or multimedia content</p>		

U.S. Registration No.	4425780	Application Date	12/15/2007
Registration Date	10/29/2013	Foreign Priority Date	06/22/2007
Word Mark	IPHONE		
Design Mark			
Description of Mark	The mark consists of a design of an apple with a bite removed.		
Goods/Services	Class 009. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29		

	Computer gaming machines, videophones, and computer peripherals
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Related Proceedings	Ser. No. 86/607,078
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Attachments	78430230#TMSN.png(bytes) 77172511#TMSN.png(bytes) 73162799#TMSN.png(bytes) 76426501#TMSN.png(bytes) 78408365#TMSN.png(bytes) 77648705#TMSN.png(bytes) 77152380#TMSN.png(bytes) 77154348#TMSN.png(bytes) 77976400#TMSN.png(bytes) 77353055#TMSN.png(bytes) NOO - (APPLGREETTS and APPLEBEATS).pdf(116222 bytes) Exhibits 1 to - NOO - APPLGREETTS and APPLEBEATS.pdf(2410015 bytes) Exhibit 2 - NOO - (APPLGREETTS and APPLEBEATS).pdf(662167 bytes) Exhibit 3 - NOO -(APPLGREETTS and APPLEBEATS).pdf(374564 bytes) Exhibit 4 - NOO - (APPLGREETTS and APPLEBEATS).pdf(2203584 bytes) Exhibit 5 - NOO - (APPLGREETTS and APPLEBEATS).pdf(1008652 bytes) Exhibit 6 to - NOO - (APPLGREETTS and APPLEBEATS).pdf(4822918 bytes) Exhibit 7 to - NOO - (APPLGREETTS and APPLEBEATS).pdf(2212618 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	12/29/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. **86/607,078** and **86/632,000**
For the marks: **APPLEBEATS** and **APPLEGREETES**
Filed: April 23, 2015 and May 16, 2015
Published: September 1, 2015

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APPLE INC.	:	
	:	Consolidated Opposition No.
and	:	
	:	
BEATS ELECTRONICS, LLC,	:	
	:	
Opposers,	:	<u>CONSOLIDATED NOTICE OF</u>
	:	<u>OPPOSITION</u>
v.	:	
	:	
TCB ENCORE, LLC,	:	
	:	
Applicant.	:	
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APPLE INC. a corporation organized and existing under the laws of California with an address at 1 Infinite Loop, Cupertino, California 95014 (“Apple”) and **BEATS ELECTRONICS, LLC**, a limited liability company in privity with Apple for purposes of 37 C.F.R. § 2.102(b)¹ and organized under the laws of Delaware with a place of business at 8600 Hayden Place, Culver City, California 90232 (“Beats”) (together, “Opposers”), believe that they will be damaged by the issuance of registrations for the trademarks shown in Application Serial Nos. 86/607,078 and 86/632,000, respectively, both for goods in Class 9 (the “Applications”).

Apple hereby opposes Application Serial Nos. 86/607,078 and 86/632,000 for

¹ Opposer Beats was purchased by Apple on July 31, 2014. Beats is therefore in privity with Apple for purposes of 37 C.F.R. § 206.02(b). See also T.B.M.P. § 206.02 (citing *F. Jacobson & Sons, Inc. v. Excelled Sheepskin & Leather Coat Co.*, 140 U.S.P.Q. 281, 282 (Comm’r Pats. 1963) (parent in privity)).

APPLEBEATS and APPLGREETTS. Beats hereby opposes Application Serial No. 86/607,078 for APPLEBEATS.

As grounds for opposition, Opposers allege as follows, with knowledge concerning their own acts, and on information and belief as to all other matters:

1. Opposer Apple is the world-famous designer, manufacturer, and distributor of a broad range of goods and services, and Apple's APPLE brand is one of the best known brands in the world. Apple designs, manufactures, markets, and sells in interstate and international commerce, among many other things, computers, digital electronic devices, portable, handheld, and wearable computers, digital media players, and a variety of related software, services, peripherals and network solutions.

2. Since at least as early as 1977, Apple has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and a visual equivalent of the word, to wit a logo depicting a stylized apple with a detached leaf, as shown below:



(the "Apple Logo").

3. Apple's family of APPLE-based word marks and its Apple Logo (collectively, the "Apple Marks") are distinctive, arbitrary marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple's extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and have come to be identified immediately with Apple as the

source of goods and services.

4. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Apple's APPLE brand (including the Apple Logo) has consistently been recognized as one of the world's most famous brands. Over the past eight years, Millward Brown Optimor ("MBO"), a leading market research and brand valuation and management company, has found APPLE to be one of the top 100 brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands," an annual assessment of the 100 most valuable brands in the world. In MBO's 2015 rankings, Apple's APPLE brand was again ranked as the world's most valuable brand, with a value of \$246.9 billion. Apple's APPLE brand ranked 7th in 2008 rankings, 6th in 2009 rankings, 3rd in 2010 rankings, 2nd in 2014, and 1st in 2011, 2012, 2013 and 2015 rankings, clearly demonstrating that the APPLE brand has been recognized as one of the world's most valuable brands for nearly a decade. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2015 through 2008.

6. In May 2015, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the fifth year in a row, with an estimated valuation of \$145.3 billion, up 17% over 2014. Attached as **Exhibit 2** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2015, 2014, 2013, 2012, and 2011, obtained from its website.

7. In 2015, for the fourth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors. Attached as **Exhibit 3** is a printout of the *Harris Interactive* report obtained from the website at

<http://www.harrisinteractive.com/Insights/EquiTrendRankings/2015EquiTrendRankings.aspx>.

8. In addition, Interbrand has consistently recognized Apple's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the world, and has maintained this number one position for the 2014 and 2015 rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8th (2011) to 2nd (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings—from 17th (2010) to 8th (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 4** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2015 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past five years:

- i. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$170.28 billion.
- ii. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.86 billion.
- iii. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.316 billion.
- iv. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- v. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- vi. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.

9. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most



Admired Companies.” Apple has featured prominently in these rankings each year, and for seven years in a row from 2009 to 2015, it was named the “World’s Most Admired Company” for the year. Prior to 2009, *Fortune Magazine*’s list was limited to “America’s Most Admired Companies,” and Apple also topped this list in 2008. Attached as **Exhibit 5** are true and correct copies of printouts of relevant pages of *Fortune Magazine*’s “Most Admired Companies” rankings in reverse chronological order from 2015 through 2008.



10. Apple is the owner of numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:


TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	1,078,312	Mar. 25, 1977/ Nov. 29, 1977	Class 9: Computers and computer programs recorded on paper and tape (first used Apr. 1976)
APPLE	3,317,089	Jun. 4, 2004/ Oct. 23, 2007	Class 9: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs,)) all featuring or relating to music and films; digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films)) (June 4, 2004 filing date)
APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and



TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing,</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first used Apr. 1, 1976)
	1,114,431	Mar. 20, 1978/ Mar. 6, 1979	Class 9: Computers and computer programs recorded on paper and tape (first used Jan. 1977)
	2,715,578	July 1, 2002/ May 13, 2003	Class 9: Computers hardware ; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers ; computer [terminals and] monitors; personal digital assistants ; portable digital audio players ; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use ; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software ; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing ; computer software for use in enhancing text and graphics ; computer software for use in font justification and font quality; computer

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data ; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software ; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery ; computer peripherals ; instructional manuals packaged in association with the above (first used Jan. 1, 1977)
	3,084,491	Apr. 26, 2004/ Apr. 25, 2006	Class 9: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles, railway cars [and engines,] ships and planes; sound effect generators and instruments comprised of computer hardware and software (priority date Nov. 4, 2003) Class 15: Electric and electronic musical instruments; musical instruments adapted to programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generators; musical instruments controlled by computer software (priority date Nov. 4, 2003)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first used Jan. 31, 1977)</p>
APPLE TV	3,359,045	Apr. 9, 2007/ Dec. 25, 2007	<p>Class 9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content (first used Mar. 21, 2007)</p>
	3,359,157	Apr. 11, 2007/ Dec. 25, 2007	<p>Class 9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content (first used Mar. 21, 2007)
 iPhone	3,746,840	Dec. 15, 2007/ Feb. 9, 2010	<p>Class 9: Handheld mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, and for use as a handheld computer, personal digital assistant, electronic organizer, electronic notepad, and camera (first used June 29, 2007)</p> <p>Class 28: Handheld unit for playing electronic games (first used June 29, 2007)</p> <p>Class 38: Telecommunication access services; communication by computer; transmission of data and of information by electronic means; provision of telecommunications connections to computer databases and the Internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; provision of telecommunications connections to electronic communications networks, for transmission or reception of audio, video or multimedia content (first used June 29, 2007)</p>
 iPhone	4,425,780	Dec. 15, 2007/ Oct. 29, 2013	Class 9: Computer gaming machines, videophones, and computer peripherals (first used June 29, 2007)

Copies of the registration certificates for the above-identified registrations are annexed as **Exhibit 6.**

11. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312; 1,114,431; 2,715,578; 3,084,491, 3,359,045, 3,359,157, 3,746,840 and 3,679,056.

12. Opposer Beats is a wholly owned subsidiary of Apple. Beats is the owner of

numerous trademarks for or including the term “beats” which are utilized in connection with well-known, high-quality music and audio-related products and services, including but not limited to headphones, earphones, speakers, software, and music streaming services (the “BEATS Marks”).

13. Since at least as early as 2008, Beats has extensively promoted the BEATS Marks through television, print advertising, social media, and the Internet. Products sold under the BEATS Marks are among the most popular audio-related products in the United States, have been extensively promoted and advertised, and have been the subject of extensive unsolicited publicity resulting from their high-quality, innovative design and well-received marketing campaigns.

14. The BEATS Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.* The extraordinary level of fame and consumer recognition the BEATS Marks enjoy cannot be seriously disputed.

15. Since substantially prior to the acts of Applicant alleged herein, Beats has owned a variety of marks incorporating the term “BEATS” which have been utilized in connection with the distribution and sale of audio-related products, entertainment services and apparel.

16. Beats owns several U.S. federal registrations for marks incorporating the term “BEATS,” including the following:

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
BEATS	3,532,627	June 7, 2006/ Nov. 11, 2008	Class 9: Audio equipment, namely, headphones (first used July 1, 2008)
BEATS	3,862,142	June 3, 2008/ Oct. 12, 2010	Class 9: Headphones (first used July 1, 2008)
BEATS	4,035,777	June 3, 2008/ Oct. 04, 2011	Class 9: Audio speakers; loudspeakers (first used Sept. 7, 2010)
BEATS	4,361,690	Feb. 5, 2009/ Jul. 2, 2013	Class 9: Loudspeakers, audio speakers, car audio speakers, media players for automobiles, CD players for automobiles (first used: Sept. 7, 2010)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			Class 25: T-shirts (first used Nov. 5, 2011)
BEATS	4,529,746	Jul. 21, 2009/ May 13, 2014	Class 9: Electronic cables, namely, audio electric cables and cable connectors; power cables and cable connectors; audio speakers for home theater systems (first used July 1, 2008) Class 25: Headgear, namely, caps, hats (first used Nov. 5, 2011) Class 41: Provision of live entertainment and recorded entertainment, namely, live musical performances by musical bands and DJs; musical entertainment in the nature of live visual and audio performances by musical groups and DJs; exhibitions, namely, exhibitions concerning music; musical entertainment in the nature of live visual and audio performances by musical groups and DJs; exhibitions, namely, exhibitions concerning music (first used Dec. 5, 2013)
BEATS	4,537,908	Feb. 5, 2009/ May 27, 2014	Class 9: Carrying cases for headphones (first used August 2012)
HEARTBEATS	3,921,110	June 11, 2009/ Feb. 15, 2011	Class 9: personal headphones for use with sound transmitting systems; headphones (first used Sept. 16, 2009)
JUSTBEATS	4,173,065	June 25, 2010/ July 10, 2012	Class 9: headsets for mobile phones; headphones; personal headphones for use with sound transmitting systems (first used Oct. 14, 2010)
BEATS PRO	4,177,191	June 8, 2010/ July 17, 2012	Class 9: headphones; personal headphoens for use with sound transmitting systems (first use October 14, 2010)
BEATS STUDIO	4,314,478	Feb. 27, 2012/ Apr. 2, 2013	Class 9: headphones (first use July 1, 2012)
BEATS PILL	4,314,931	Jan. 9, 2012/ Apr. 2, 2013	Class 9: audio speakers; loudspeakers (first use October 16, 2012)
BEATS AUDIO	4,564,379	Mar. 16, 2010/ July 8, 2014	Class 9: cell phones; smart phones; laptop computers; computer accessories, namely, computer monitors; media players for automobiles, DVD players for automobiles, CD players for automobiles, digital audio players for automobiles; digital video players for automobiles (first use January 17, 2010)
URBEATS	4,314,930	Mar. 9, 2012/ Apr. 2, 2013	Class 9: headphones (first use November 2011)
BEATS BY DR. DRE	4,176,105	July 21, 2009/ July 17, 2012	Class 9: media players for automobiles; DVD players for automobiles; CD players for automobiles; digital audio players for automobiles; audio speakers; car audio speakers; loudspeakers; loudspeaker cabinets; horns for loudspeakers; headphones; personal headphones for use with sound transmitting systems; media players for automobiles (first used Oct. 14, 2010) Class 25: T-shirts (first used Nov. 5, 2011)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
BEATS BY DR. DRE	4,572,603	July 21, 2009/ July 22, 2014	Class 9: Audio speakers for home theater systems (first used Oct. 16, 2012)
BEATS MUSIC	4,814,903	Oct. 9, 2013/ Sept. 15, 2015	<p>Class 9: Audio recordings featuring music; downloadable audio recordings featuring music; prerecorded music, namely, digital downloads; Computer software for use in the delivery, distribution and transmission of digital music and entertainment-related audio, video, text and multimedia content; computer software for creating searchable databases of information and data for peer-to-peer social networking databases (first used Jan. 21, 2014)</p> <p>Class 38: Streaming of audio via electronic communication networks, local and global computer networks and wireless communication networks; Streaming of music to users online via a communication network (first used Jan. 21, 2014)</p> <p>Class 41: Providing an online database via a communication network featuring music (first used Jan. 21, 2014)</p> <p>Class 42: Providing search engines and search platforms for obtaining data and content via electronic communication networks, local and global computer networks and wireless communication devices; computer services, namely, creating computer network-based indexes of information and resources available on electronic communication networks, local and global computer networks and wireless communication devices; searching, browsing and retrieving, information and other resources available on electronic communication networks, local and global computer networks and wireless communication devices (first used Jan. 21, 2014)</p>

Copies of the registration certificates for the above-identified registrations are annexed as

Exhibit 7.

17. The above-identified registrations are valid and in full force and effect.
18. Notwithstanding Opposers' prior rights, and well after the APPLE and BEATS marks became well-known and famous, applicant TCB Encore, LLC ("Applicant") filed the Applications to register the marks APPLEBEATS and APPLGREETS ("Applicant's Marks"), on April 23, 2015 and May 16, 2015 respectively, for the following goods:

Computer hardware and computer software programs for the integration of text, audio, graphics, still images and moving pictures into an interactive delivery for multimedia applications; Computer software for use in the encryption and decryption of digital files, including audio, video, text, binary, still images, graphics and multimedia files; Computer software for use in the safeguarding of digital files, including audio, video, text, binary, still images, graphics and multimedia files; Computer software to enhance the audio-visual capabilities of multimedia applications, namely, for the integration of text, audio, graphics, still images and moving pictures; Downloadable audio files, multimedia files, text files, e-mails, written documents, audio material, video material and games featuring information in the form of downloadable short educational/training communications in the field of human resource development for the promotion of employee retention, career growth and increased productivity for employees and employers; Downloadable image file containing artwork, text, audio, video, games and Internet Web links relating to sporting and cultural activities; Downloadable multimedia file containing artwork, text, audio, video, games, and Internet Web links relating to a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content; Downloadable multimedia file containing text relating to a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content. Electronic advertisement and messaging display unit with multi-networking (TCP/IP) capabilities and remote connectivity; Electronic text-messaging device for use in conjunction with personal digital assistants; Instrument to facilitate text-messaging in the nature of a stylus-type device that is attached to the hand for use in conjunction with personal digital assistants; Interactive, motion sensitive electronic announcer for recording and playback of an audio message or instruction; Luminous variable/dynamic signs using light emitting diodes and electronic controllers to produce real-time and programmable messages and information displays; Microwave transmission apparatus for delivering radio programs and messages; Portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, and audio files; Portable telecommunication instant messaging devices; Recordable compact disks and digital video disks with printable upper surfaces on which text or graphics can be directly printed; Software for processing images, graphics and text; Wearable digital electronic devices comprised primarily of software for a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content and display screens and also featuring a bracelet; Wearable digital electronic devices comprised primarily of software for a system and method for decoding and/or encoding a text message or instant message sent by a wireless device and transmitting multimedia, audio and or video content and display screens and also featuring a wristwatch. Wireless communication device featuring voice, data and image transmission including voice, text and picture messaging, a video and still image camera, also functional to purchase music, games, video and software applications over the air for downloading to the device

in International Class 9 (the “Applicant’s Goods”).

19. Opposers are timely filing this Notice of Opposition.
20. There is no issue as to priority. Opposers’ APPLE Marks and BEATS Marks (collectively, “Opposers’ Marks”) were all filed, used in commerce, and/or registered well prior to April 23, 2015, the earlier first use in commerce date of Applicant’s Applications.
21. Applicant’s Marks, as shown in the drawing pages of the Applications and reproduced below, are clearly intended to be perceived, and indeed will be perceived by the

public, as consisting of the terms “APPLE” and “BEATS,” and “APPLE” and the generic terms “greet.”

APPLEBEATS APPLEGREET

22. Applicant’s APPLEBEATS mark consists only of Opposer Apple’s APPLE mark, followed by Opposer Beats’ BEATS mark. Applicant’s APPLEBEATS Mark is therefore visually, phonetically, and conceptually identical to, and creates the same overall commercial impression as, Opposers’ APPLE Marks and BEATS Marks. When Applicant’s mark APPLEBEATS is spoken, Opposers’ Marks are clearly audible, making the phonetic similarities undeniable. Furthermore, the parties’ marks are conceptually highly similar, since APPLEBEATS merely conjoins Opposers’ APPLE and BEATS marks.

23. Applicant’s APPLGREET mark is visually, phonetically, and conceptually highly similar to, and creates the same overall commercial impression as, Apple’s famous Apple Marks. The APPLGREET Mark incorporates Apple’s famous APPLE word mark in its entirety, merely adding the term “greet,” which, in this instance, is descriptive of the messaging functionality of Applicant’s applied-for goods. Further, in addition to the unquestionable visual similarity of the marks, APPLGREET and APPLE are phonetically and conceptually similar. When Applicant’s APPLGREET mark is spoken, Apple’s entire APPLE mark is clearly audible, making the phonetic similarities undeniable. The marks are conceptually similar as well, as the word “Apple” is the dominant portion of both parties’ marks.

24. Given the prominent use of Apple’s APPLE word mark in Applicant’s Marks, and in light of the applied-for electronic devices and software, consumers coming into contact

with either of Applicant's Marks will naturally assume that it is an extension of Opposer Apple's APPLE brand.

25. Viewed as a whole, Applicant's Marks are highly similar to Apple's APPLE Marks in sight, sound, connotation and overall commercial impression. Applicant's APPLEBEATS mark is also highly similar to Beats' BEATS mark in sight, sound, connotation and overall commercial impression. Consumers encountering Applicant's Marks, particularly in connection with the Applicant's Goods, are likely to associate Applicant's Marks with Opposers, and to assume, mistakenly, that the Applicant's Goods intended to be offered under Applicant's Marks originate with Opposers or that the Applicant's Goods are authorized by, licensed through or otherwise associated with Opposers.

26. The Applicant's Goods cited under Applicant's Marks are identical and/or highly related to goods and services offered under Opposers' Marks and for which Opposers hold multiple valid, existing registrations.

27. Specifically, Applicant's applications cover computer hardware, computer software, downloadable audio, image, and multimedia files, and all kinds of devices, including portable, handheld, and wearable digital electronic devices, messaging devices, and wireless communication devices, goods that are identical or highly related to the goods covered by Apple's and Beats' prior registrations, and for which Opposers' Marks are indisputably famous.

28. Given the striking similarity of Applicant's Marks with Opposers' APPLE and/or BEATS marks, and the fact that the Applicant's Goods are identical or highly related to the goods and services offered under Opposers' marks, on information and belief, Applicant selected its marks in bad faith, with the intention of calling Opposers to consumers' minds and trading on the goodwill of Opposers and their respective marks.

29. The U.S. Patent and Trademark Office issued Office Actions against Applicant's APPLEBEATS mark on September 18, 2015 and Applicant's APPLGREETTS mark on November 12, 2015 (the "Office Actions"). In the Office Actions, the PTO refused registration to both of Applicant's Marks under Section 2(d), citing Opposer Apple's APPLE Marks against the APPLGREETTS mark and Opposers' Marks against the APPLEBEATS mark. Because the Office Actions were issued after Applicant's Marks were published for opposition in the *Official Gazette*, the Office Actions are still pending. To date, Applicant has failed to submit a response to the Office Actions.

30. Applicant's Marks so closely resemble Opposers' APPLE and/or BEATS marks that Applicant's use of APPLEBEATS and/or APPLGREETTS in connection with the Applicant's Goods is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of the Applicant's Goods in violation of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to Opposers and the public, particularly in view of the closely related nature of the goods and services offered by the parties. Furthermore, any defect, objection, or fault found with the Applicant's Goods marketed under the APPLEBEATS and/or APPLGREETTS marks would necessarily reflect upon and seriously injure the reputation which Opposers have established for their goods and services.

31. Registration of Applicant's Marks also is likely to cause dilution of the distinctiveness of the APPLE and BEATS marks by eroding consumers' exclusive identification of the APPLE and BEATS marks with Opposers, and otherwise lessening the capacity of the APPLE and BEATS marks to identify and distinguish the goods and services of Apple and Beats, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

32. Specifically, Applicant's Marks are likely to cause dilution by blurring based on a

number of relevant considerations, including, without limitation:

- (a) Applicant's Marks are highly similar to the APPLE and BEATS marks in that Applicant's Marks consist of the famous APPLE and/or BEATS marks in their entirety;
- (b) The APPLE and BEATS marks are inherently distinctive and have also acquired distinctiveness due to extensive use and promotion;
- (c) Opposers have substantially and exclusively used their APPLE and BEATS marks in connection with Opposers' goods and services;
- (d) The APPLE and BEATS marks are widely recognized by the general consuming public; and
- (e) On information and belief, by using Applicant's Marks, Applicant intends to create an association with the APPLE and BEATS marks.

33. If Applicant is granted the registrations herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Marks in connection with the Applicant's Goods. Such registrations would be a source of damage and injury to Opposers.

WHEREFORE, Opposers request that this opposition be sustained and that the registration of Applications Serial Nos. 86/607,078 and 86/632,000 in connection with the Applicant's Goods be denied.

The opposition fee in the amount of \$900.00 for a combined opposition against Application Serial Nos. 86/607,078 and 86/632,000 is filed herewith.² If for any reason this amount is insufficient, it is requested that Opposers' attorney's Deposit Account No. 20-1430 be charged with any deficiency. The paper is filed electronically.

² Opposer Beats is opposing only the APPLEBEATS Application. Therefore, the fee for Apple and Beats to oppose Application Serial No. 86/607,078 for APPLEBEATS is \$600.00. The fee for Apple to oppose Application Ser. No. 86/632,000 for APPLGREETTS is \$300.00. *See* T.B.M.P. § 308.01; 37 C.F.R. § 2.101(d).

Date: New York, New York
December 29, 2015

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

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*Attorneys for Opposers Apple Inc. and Beats
Electronics, LLC*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. **86/607,078** and **86/632,000**
For the marks: **APPLEBEATS** and **APPLEGREETES**
Filed: April 23, 2015 and May 16, 2015
Published: September 1, 2015

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APPLE INC.	:	
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BEATS ELECTRONICS, LLC,	:	
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Opposers,	:	<u>CONSOLIDATED NOTICE OF</u>
	:	<u>OPPOSITION</u>
v.	:	
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TCB ENCORE, LLC,	:	
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Applicant.	:	
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CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, December 29, 2015.

/s/ Alberto Garcia
Alberto Garcia

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. **86/607,078** and **86/632,000**
For the marks: **APPLEBEATS** and **APPLEGREETES**
Filed: April 23, 2015 and May 16, 2015
Published: September 1, 2015

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BEATS ELECTRONICS, LLC,	:	
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Opposers,	:	<u>CONSOLIDATED NOTICE OF</u>
	:	<u>OPPOSITION</u>
v.	:	
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TCB ENCORE, LLC,	:	
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Applicant.	:	
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CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to:

Mark A. De Mattei
TCB Encore LLC
1011 Lake Country Dr
Greensboro, GA 30642-5157


























On this day, December 29, 2015.

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1


























THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1
11		Technology	76,572	5	43%	3
12		Technology	71,121	4	99%	9
13		Retail	66,375	2	NEW ENTRY	
14		Retail	62,292	4	-3%	-4
15		Telecom Providers	59,895	4	20%	0
16		Regional Banks	59,310	3	9%	-3
17		Conglomerate	59,272	2	5%	-5
18		Logistics	51,798	5	9%	-2
19		Entertainment	42,962	5	24%	4
20		Payments	40,188	4	2%	-2
21		Technology	40,041	5	35%	4
22		Regional Banks	38,808	2	-8%	-5
23		Telecom Providers	38,461	3	6%	-3
24		Technology	38,225	3	5%	-5
25		Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26		Retail	35,245	2	0%	-4
27		Telecom Providers	33,834	3	18%	0
28		Apparel	29,717	4	21%	6
29		Fast Food	29,313	4	14%	2
30		Cars	28,913	4	-2%	-4
31		Retail	27,705	2	25%	9
32		Luxury	27,445	5	6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35		Global Banks	24,029	3	-11%	-7
36		Regional Banks	23,989	4	6%	2
37		Baby Care	23,757	5	5%	2
38		Personal Care	23,376	4	0%	-2
39		Technology	23,039	3	18%	10
40		Fast Food	22,561	4	7%	3
41		Regional Banks	22,065	2	-12%	-8
42		Apparel	22,036	3	-5%	-5
43		Cars	21,786	4	1%	-1
44		Technology	21,680	2	4%	1
45		Technology	21,602	4	-17%	-16
46		Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48		Regional Banks	20,599	3	-2%	-4
49		Oil & Gas	20,412	1	3%	-1
50		Regional Banks	20,189	1	11%	4

Coca-Cola includes Lights, Dietz and Zero
Budweiser includes Bud Light

THE GLOBAL TOP 100


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51  accenture	Technology	20,183	3	11%	4
52  Gillette	Personal Care	19,737	5	4%	0
53  FedEx	Logistics	19,566	5	15%	5
54  Shell	Oil & Gas	18,943	1	0%	-1
55  HERMÈS	Luxury	18,938	5	-13%	-14
56  Intel	Technology	18,385	2	58%	30
57  Colgate	Personal Care	17,977	4	2%	-1
58  BT	Telecom Providers	17,953	3	17%	6
59  ANZ	Regional Banks	17,702	4	-7%	-8
60  citi	Global Banks	17,486	2	1%	-3
61  中国人寿	Telecom Providers	17,384	3	12%	1
62  中国人寿	Insurance	17,365	3	44%	19
63  Shell	Oil & Gas	17,267	1	21%	4
64  IKEA	Retail	17,025	3	-12%	-14
65  中国银行	Regional Banks	16,438	2	16%	3
66  DHL	Logistics	16,301	4	19%	7
67  CISCO	Technology	16,060	2	17%	5
68  中国平安	Insurance	15,959	3	29%	9
69  SIEMENS	Technology	15,496	3	-8%	-10
70  HUAWEI	Technology	15,335	3	NEW ENTRY	
71  PetroChina	Oil & Gas	15,022	1	21%	5
72  usbank	Regional Banks	14,786	3	-1%	-7
73  ebay	Retail	14,171	3	-9%	-12
74  HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75  H&M	Apparel	13,827	2	-11%	-12

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























60 BrandZ™ Top 100 Most Valuable Global Brands 2015

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76  GUCCI	Luxury	13,800	5	-14%	-16
77  J.P. Morgan	Global Banks	13,522	3	9%	2
78  HONDA	Cars	13,332	4	-5%	-8
79  pepsi	Soft Drinks	13,134	4	14%	9
80  Ford	Cars	13,106	3	11%	4
81  BP	Oil & Gas	12,938	1	1%	-7
82  Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83  McDonald's	Fast Food	12,649	4	6%	0
84  Westpac	Regional Banks	12,420	4	6%	1
85  LinkedIn	Technology	12,200	5	-2%	-7
86  Santander	Global Banks	12,181	3	10%	5
87  Woolworths	Retail	11,818	4	-1%	-5
88  PayPal	Payments	11,806	4	20%	9
89  CHASE	Regional Banks	11,661	3	0%	-2
90  Audi	Retail	11,660	2	22%	10
91  ING	Global Banks	11,560	3	18%	7
92  Twitter	Technology	11,447	4	-17%	-21
93  VISA	Cars	11,411	3	3%	-3
94  Red Bull	Soft Drinks	11,375	4	5%	-2
95  Bank of America	Regional Banks	11,335	2	12%	-1
96  docomo	Telecom Providers	11,223	3	12%	-1
97  COSTCO	Retail	11,214	2	NEW ENTRY	
98  SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99  中国电信	Telecom Providers	11,075	4	NEW ENTRY	
100  Scotiabank	Regional Banks	11,044	2	-3%	-11


























Pepsi includes Diet Pepsi
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1 Go 	Technology	158,843	3	40%	1
2 	Technology	147,880	4	-20%	-1
3 	Technology	107,541	4	-4%	0
4 	Technology	90,185	4	29%	3
5 	Fast Food	85,706	4	-5%	-1
6 	Soft Drinks	80,683	4	3%	-1
7 	Credit Card	79,197	4	41%	2
8 	Telecoms	77,883	3	3%	-2
9 	Tobacco	67,341	3	-3%	-1
10 	Retail	64,255	3	41%	4
11 	Telecoms	63,460	3	20%	1
12 	Conglomerate	56,685	2	2%	-1
13 	Regional Banks	54,262	3	14%	0
14 	Technology	53,615	4	97%	7
15 	Telecoms	49,899	3	-10%	-5
16 	Logistics	47,738	4	12%	-1
17 	Regional Banks	42,101	2	2%	-1
18 	Credit Card	39,497	3	42%	2
19 	Technology	36,390	2	6%	0
20 	Telecoms	36,277	3	-9%	-3
21 	Technology	35,740	4	68%	10
22 	Retail	35,325	2	-2%	-4
23 	Entertainment	34,538	4	44%	3
24 	Credit Card	34,430	4	46%	4
25 	Technology	29,768	4	46%	8


























Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26 	Cars	29,598	1	21%	-3
27 	Telecoms	28,756	2	20%	0
28 	Global Banks	27,051	3	13%	-3
29 	Technology	25,892	3	21%	1
30 	Luxury	25,873	4	14%	-1
31 	Fast Food	25,779	3	44%	13
32 	Cars	25,730	4	7%	-8
33 	Regional Banks	25,008	2	-7%	-11
34 	Apparel	24,579	4	55%	22
35 	Beer	24,414	4	20%	-1
36 	Personal Care	23,356	4	30%	6
37 	Apparel	23,140	3	15%	-2
38 	Regional Banks	22,620	4	13%	0
39 	Baby Care	22,598	5	10%	-7
40 	Retail	22,165	2	20%	1
41 	Luxury	21,844	5	14%	-1
42 	Cars	21,535	4	20%	1
43 	Fast Food	21,020	4	26%	8
44 	Regional Banks	21,001	3	18%	4
45 	Technology	20,913	2	4%	-9
46 	Telecoms	20,809	2	55%	20
47 	Regional Banks	19,950	3	12%	-1
48 	Oil & Gas	19,745	1	3%	-9
49 	Technology	19,469	2	19%	5
50 	Retail	19,367	3	61%	24























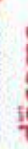


The Brand Value of Coca-Cola includes Luken, Diet and Zero. The Brand Value of Submarine includes Sub Light.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51 	Regional Banks	19,072	3	15%	1
52 	Personal Care	19,025	4	7%	-7
53 	Oil & Gas	19,005	1	8%	-4
54 	Regional Banks	18,235	2	-9%	-17
55 	Technology	18,105	3	10%	-2
56 	Personal Care	17,668	4	2%	-6
57 	Global Banks	17,341	2	30%	7
58 	Logistics	17,002	4	24%	4
59 	Technology	16,800	2	36%	13
60 	Luxury	16,131	5	27%	8
61 	Retail	15,587	2	-12%	-14
62 	Telecoms	15,580	3	13%	-2
63 	Apparel	15,557	2	22%	6
64 	Telecoms	15,367	2	61%	30
65 	Regional Banks	14,926	3	9%	-2
66 	Retail	14,842	4	-9%	-11
67 	Oil & Gas	14,269	1	9%	0
68 	Regional Banks	14,177	2	0%	-10
69 	Technology	14,174	3	44%	23
70 	Cars	14,085	3	14%	1
71 	Technology	13,837	4	New	New
72 	Technology	13,710	2	16%	5
73 	Logistics	13,687	4	53%	25
74 	Oil & Gas	12,871	1	12%	4
75 	Regional Banks	12,637	3	0%	-5

Source: Valuations include data from BrandZ™, agency Intel and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	Soft Drinks	11,476	3	-5%	-13
89 	Regional Banks	11,351	2	9%	-4
90 	Cars	11,104	3	9%	-4
91 	Global Banks	11,060	3	20%	5
92 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,985	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	25%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,594	2	6%	-1












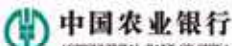













The Brand Value of Pepsi includes Diet.
The Brand Value of Red Bull includes Sugar-free and Cola.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0
2 Technology		113,669	3	5%	1
3 Technology		112,536	3	-3%	-1
4 Fast Food		90,256	4	-5%	0
5 Soft Drinks		78,415	5	6%	1
6 Telecoms		75,507	3	10%	2
7 Technology		69,814	3	-9%	-2
8 Tobacco		69,383	3	-6%	-1
9 Credit Card		56,060	4	46%	6
10 Telecoms		55,368	3	18%	0
11 Conglomerate		55,357	2	21%	0
12 Telecoms		53,004	3	8%	-3
13 Regional Banks		47,748	3	20%	1
14 Retail		45,727	3	34%	4
15 Logistics		42,747	5	15%	1
16 Regional Banks		41,115	2	-1%	-3
17 Telecoms		39,712	3	-8%	-5
18 Retail		36,220	2	5%	-1
19 Technology		34,365	2	34%	3
20 Credit Card		27,821	4	34%	9
21 Technology		27,273	4	52%	16
22 Regional Banks		26,859	2	10%	2
23 Cars		24,497	4	12%	5
24 Cars		24,015	4	-2%	-1
25 Global Banks		23,970	3	24%	6

Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg.
Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).

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Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
26 Entertainment		23,913	3	40%	17
27 Telecoms		23,893	2	-11%	-7
28 Credit Card		23,514	4	16%	2
29 Luxury		22,719	4	-12%	-8
30 Technology		21,404	3	51%	25
31 Technology		21,261	4	-36%	-12
32 Baby Care		20,594	5	13%	3
33 Technology		20,443	5	-16%	-8
34 Beer		20,297	4	28%	14
35 Apparel		20,167	3	60%	31
36 Technology		20,039	2	-11%	-9
37 Regional Banks		19,975	2	12%	1
38 Regional Banks		19,968	4	16%	2
39 Oil & Gas		19,229	1	5%	-5
40 Luxury		19,129	4	0%	-8
41 Retail		18,488	2	43%	21
42 Personal Care		17,971	4	30%	15
43 Cars		17,952	4	11%	3
44 Fast Food		17,892	4	5%	-2
45 Personal Care		17,823	4	-6%	-12
46 Regional Banks		17,781	4	22%	8
47 Retail		17,749	2	40%	17
48 Regional Banks		17,745	3	36%	12
49 Oil & Gas		17,678	1	-1%	-10
50 Personal Care		17,250	4	15%	1

The Brand Value of Coca-Cola includes Lights, Diets and Zero.
The Brand Value of Budweiser includes Bud Light.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$B	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,881	4	12%	1
52 Regional Banks		16,565	3	New	New
53 Technology		16,503	3	2%	-8
54 Technology		16,362	2	-29%	-28
55 Retail		16,303	4	-6%	-19
56 Apparel		15,817	4	-3%	-12
57 Insurance		15,279	3	8%	-4
58 Regional Banks		14,236	2	10%	3
59 Regional Banks		14,186	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology		13,757	2	-12%	-13
62 Logistics		13,732	4	17%	8
63 Regional Banks		13,716	3	18%	9
64 Global Banks		13,380	2	37%	18
65 Oil & Gas		13,380	1	11%	3
66 Telecoms		13,336	2	-22%	-25
67 Oil & Gas		13,127	1	-8%	-11
68 Luxury		12,735	5	48%	New
69 Apparel		12,732	2	-8%	-11
70 Regional Banks		12,635	3	19%	4
71 Cars		12,491	3	-2%	-8
72 Technology		12,331	1	16%	1
73 Alcohol		12,193	3	3%	-3
74 Retail		12,040	3	31%	15
75 Soft Drinks		12,025	4	-5%	-8


























Source: Brand Finance. Brand Finance is a leading provider of brand valuation and consulting services. Brand Finance is a member of the Interbrand Group of companies. For more information, visit www.brand-finance.com.

© 2013 Brand Finance

Category	Brand	Brand value 2013 \$B	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail		11,879	3	13%	0
77 Technology		11,816	2	-11%	-18
78 Oil & Gas		11,800	1	11%	-1
79 Telecoms		11,448	3	23%	9
80 Retail		11,026	3	New	New
81 Global Banks		10,836	3	20%	11
82 Telecoms		10,833	2	11%	3
83 Soft Drinks		10,556	3	6%	-3
84 Insurance		10,556	3	4%	-6
85 Regional Banks		10,395	2	8%	-2
86 Cars		10,186	3	3%	-5
87 Global Banks		10,160	2	1%	-4
88 Regional Banks		10,070	3	New	New
89 Telecoms		10,054	3	-13%	-13
90 Telecoms		10,028	3	-37%	-43
91 Fast Food		9,933	3	12%	0
92 Technology		9,828	3	New	New
93 Global Banks		9,668	2	New	New
94 Telecoms		8,591	2	New	New
95 Luxury		8,451	4	63%	New
96 Global Banks		8,282	3	8%	-1
97 Oil & Gas		8,036	1	9%	-4
98 Logistics		8,948	3	18%	2
99 Retail		8,885	2	-5%	-12
100 Cars		8,790	3	3%	-4

Source: Brand Finance. Brand Finance is a leading provider of brand valuation and consulting services. Brand Finance is a member of the Interbrand Group of companies. For more information, visit www.brand-finance.com.

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4




Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

* The Brand Value of Coca-Cola includes Lights, Diets and Zero.

** The Brand Value of Budweiser includes Bud Light.

BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lites, Diets and Zero

**Deutsche Telekom is in the process of re-branding its business to "T", which incorporates T-Mobile, T-Home and T-Systems

***The Brand Value of Budweiser includes Bud Light

****The Brand Value of Pepsi includes Lites, Diets and Zero

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*****The Brand Value of Nintendo includes Wii and Nintendo DS

*****The Brand Value of Sony includes Playstation 2 and 3, as well as PSP

*****The Brand Value of Red Bull includes sugar-free and Cola

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)

THE TOP 100

*The Brand Value of Coca-Cola includes Lites, Diets and Zero
 ** The Brand Value of Nintendo includes Wii and Nintendo DS
 *** The Brand Value of Budweiser includes Bud Light
 **** The Brand Value of Pepsi includes Lites, Diets and Zero
 ***** The Brand Value of Red Bull includes sugar-free and Cola
 ***** The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 ***** Brand Value includes Playstation 2 and 3, as well as PSP
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)

TOP 100 Most Valuable Global Brands 2010							
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1		114,260	14%	26	 TOYOTA	21,769	-27%
2		86,383	30%	27	 中国建设银行 China Construction Bank	20,929	-8%
3		83,153	32%	28	 Gillette®	20,663	-10%
4		76,344	0%	29	 LV	19,781	2%
5		67,983	1%	30	 WELLS FARGO	18,746	16%
6		66,005	-1%	31	 Santander	18,012	12%
7		57,047	15%	32	 Nintendo™	17,834	-2%
8		52,616	-14%	33	 Pampers	17,434	-8%
9		45,054	-25%	34	 BP	17,283	N/A
10		44,404	-17%	35	 CISCO	16,719	-7%
11		43,927	15%	36	 RBC	16,608	12%
12		39,717	48%	37	 Bank of America	16,393	6%
13		39,421	-4%	38	 Budweiser***	15,991	20%
14		30,708	12%	39	 ExxonMobil	15,476	N/A
15		27,459	29%	40		15,112	N/A
16		26,492	-5%	41	 Disney	15,000	-35%
17		25,741	12%	42	 Carrefour	14,980	0%
18		24,883	52%	43	 NOKIA CONNECTING PEOPLE	14,866	-58%
19		24,817	16%	44	 accenture	14,734	-2%
20		24,675	39%	45	 ICICI Bank	14,454	N/A
21		24,291	3%	46		14,303	-2%
22		23,714	18%	47	 Colgate®	14,224	15%
23		23,408	23%	48	 intel	14,210	-38%
24		21,960	4%	49	 L'ORÉAL	14,129	-6%
25		21,816	-9%	50		14,018	6%

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51	PetroChina	13,935	N/A	76	ebay	9,328	-28%
52	BRIDGESTONE	13,912	-7%	77	SIEMENS	9,293	-31%
53	Mercedes-Benz	13,736	-11%	78	Galaxy	9,283	25%
54	citi	13,403	-8%	79	WRIGLEY'S	9,201	-15%
55	T-Mobile	13,010	20%	80	ZARA	8,986	4%
56	BBVA	12,977	3%	81	Home Depot	8,971	-3%
57	docomo	12,969	-18%	82	Red Bull****	8,917	9%
58	pepsi****	12,752	-15%	83	ALDI	8,747	1%
59	NIKE	12,597	5%	84	NISSAN	8,607	-16%
60	Moncler	12,434	14%	85	Starbucks*****	8,490	17%
61	CHASE	12,426	17%	86	HERMES PARIS	8,457	8%
62	Target	12,148	-1%	87	BARCLAYS	8,383	20%
63	H&M	12,131	1%	88	usbank	8,377	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	8,327	1%
65	PORSCHE	12,021	-31%	90	招商银行 CHINA MERCHANTS BANK	8,236	2%
66	DELL	11,938	-23%	91	Red Bull	8,214	19%
67	MasterCard	11,659	57%	92	Bunau	8,160	-8%
68	SAMSUNG	11,351	80%	93	J.P.Morgan	8,159	4%
69	telcel	10,850	NA	94	SONY*****	8,147	30%
70	O2	10,593	23%	95	Morgan Stanley	8,003	18%
71	TD	10,274	-7%	96	Auchan	7,848	NA
72	MTS	9,723	6%	97	GUCCI	7,588	2%
73	PETROBRAS	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	Baidu 百度	9,356	62%	100	TIM	7,280	14%

THE TOP 100



* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero.







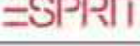


** The brand value of Pepsi includes Diet Pepsi and Pepsi.

*** Budweiser's value includes both Bud Light and Bud.

**** ING value includes ING Bank and ING Insurance.

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1		100,039	16%	26		21,294	85%
2		76,249	8%	27		21,192	9%
3		67,625	16%	28		20,059	67%
4		66,622	20%	29		19,395	5%
5		66,575	34%	30		19,079	3%
6		63,113	14%	31		18,945	N/A
7		61,283	7%	32		18,233	N/A
8		59,793	-16%	33		17,965	-25%
9		53,727	45%	34		17,713	-8%
10		49,460	33%	35		17,467	-20%
11		41,083	19%	36		16,353	N/A
12		38,056	36%	37		16,228	-34%
13		35,163	-20%	38		16,035	10%
14		29,907	-15%	39		15,776	5%
15		27,842	-9%	40		15,499	-14%
16		27,478	100%	41		15,480	-53%
17		26,745	-9%	42		15,422	1%
18		23,948	-15%	43		15,076	7%
19		23,615	9%	44		14,996	-3%
20		23,110	-3%	45		14,991	-9%
21		22,938	-1%	46		14,963	-40%
22		22,919	6%	47		14,961	-1%
23		22,851	4%	48		14,894	-22%
24		22,811	16%	49		14,608	-52%
25		21,438	-6%	50		14,571	-12%

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51		13,562	-8%	76		8,609	-1%
52		13,292	23%	77		8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55		12,549	33%	80		8,052	168%
56		12,396	17%	81		7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83		7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86		7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64		10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66		10,582	-17%	91		6,922	-27%
67		10,206	-13%	92		6,765	-40%
68		9,719	19%	93		6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96		6,572	24%
72		8,884	N/A	97		6,571	-17%
73		8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75		8,631	20%	100		6,394	N/A

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

EXHIBIT 2



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Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.


Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly [cool again](#) under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.



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Apple And Microsoft Head The World's Most Valuable Brands 2015

Continued from page 1

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Rounding out the top five are [Google](#) [GOOG](#) [+0.45%](#) (\$65.6 billion), [Coca-Cola](#) [KO](#) [+0.2%](#) (\$56 billion) and [IBM](#) [IBM](#) [+0.2%](#) (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm [Vodafone](#). The top 100 includes product brands like [Procter & Gamble](#) [PG](#) [+0.1%](#)-owned [Gillette](#) as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: [Amazon.com](#) [AMZN](#) [+0.9%](#) (+32%) and Disney (+26%). [Adidas](#) (-14%) and [Danone](#) (-13%) had the biggest drops.

[Full List: The World's Most Valuable Brands](#)

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Apple, Microsoft And Google Are World's Most Valuable Brands

[The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smarthwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

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33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

[Full List: The World's Most Valuable Brands](#)

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Apple Dominates List Of The World's Most Valuable Brands

[The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand.

"Design is how a product works, how it looks, how it feels. It's functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive," says Keller.

Full List: The World's Most Valuable Brands

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one

of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (8) and Japan (7). Tech brands are the most prevalent with 19, including six of the top 10.

Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

Full List: The World's Most Valuable Brands

Research: Courtney Retter

—

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This article is available online at:

<http://www.forbes.com/sites/kurtbadenhausen/2013/11/06/apple-dominates-list-of-the-worlds-most-valuable-brands/>

**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education & local economies

BUSINESS | 10/02/2012 @ 4:57PM | 77,326 views

Apple Tops List Of The World's Most Powerful Brands

[The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates](#)' baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11th on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

[In Pictures: The World's Most Powerful Brands](#)

Full Coverage: The World's Most Powerful Brands

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36th highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft.

“Consumers, especially Americans, trust, and find comfort in their food brands,” says Mann. The maker of Cheerios and Wheaties scored highly on attributes like “makes communities a better place” and “cares about the issues that matter to me.”

[In Pictures: The World's Most Powerful Brands](#)

[Full Coverage: The World's Most Powerful Brands](#)

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Brian Caulfield, Forbes Staff

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TECH | 5/09/2011 @ 6:10AM | 12,220 views

Apple Blasts Past Google To Become World's Most Valuable Brand

[Apple](#) is now the most valuable brand in the world.

The value of the Cupertino, California-based company's brand grew 84% to \$153.3 billion, according to WPP, bumping search engine [Google](#) out of the top spot on the advertising and marketing company's list of most valuable brands after a four-year run.

The value of Apple's brand has grown 859% since 2006, according to WPP, thanks to the success of new products such as Apple's iPhone smartphones and iPad tablet computers.



Image via CrunchBase

Tech brands comprise one-third of the 100 most valuable brands on the sixth annual "BrandZ Top 100 Most Valuable Global Brands" study, released Monday.

Six of the top ten most valuable brands were technology or telecommunications companies, including Apple, Google, IBM, [Microsoft](#), AT&T, and China Mobile, according to WPP.

Google, number two on the list, saw the value of its brand fall 2% to 111.5 billion.

The value of [Amazon.com](#)'s brand rose 37% to place it 14th on the list, passing Walmart to become the most valuable retail brand.

Facebook made the list for the first time. WPP figures the social network's brand is worth \$19.1 billion.

This article is available online at:

<http://www.forbes.com/sites/briancaulfield/2011/05/09/apple-blasts-past-google-to-become-worlds-most-valuable-brand/>

EXHIBIT 3



United States [change]

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2015 Harris Poll EquiTrend® Rankings

Using an academically vetted brand equity model with elements like familiarity, quality, and purchase consideration, brands create powerful connections with consumers.

The stronger the brand, the greater the bond. The Harris Poll EquiTrend study benchmarks how deep those bonds go and honors the highest ranked brands in each award category.

The EquiTrend® study results disclosed on this page may not be used for advertising, marketing, or promotional purposes without the prior written consent of Harris Poll. Products, brand names, and logos are trademarks or registered trademarks of their respective owners.



Airlines

Full Service Airline

Value Airline

Appliances

Major Appliance

Small Kitchen Appliance

Single Serve Coffee Maker

Automotive

Auto Service Center

Full Line Automotive

Luxury Automotive

Motor Oil

Motorcycle

Tires

Computers

Computer Manufacturer

Mobile OS

Printing & Imaging

Tablet Computer



2015 Harris Poll EquiTrend®
Tablet Computer Brand of the Year

- | | |
|---|------------------------------|
| 1 | Apple iPad Series Tablet |
| 2 | Samsung Galaxy Series Tablet |
| 3 | Kindle Fire Series Tablet |

Other Tablet Computer brands in study ranked below category average (alphabetically): Asus Transformer Pad Series Tablet, Google Nexus Series Tablet, Microsoft Surface Tablet, Sony Xperia Series Tablet

Consumer Electronics

Car Audio

Consumer Electronics

[Harris Poll EquiTrend® Press](#)[Enduring Brands Top 2015
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Digital Camera

Gaming Console

Smartwatch

Wearable Fitness Tech

Cruise Lines

Cruise Line

Entertainment / Recreation

Movie Theater

Video Game Series

Financial Services / Insurance

Auto Insurance

Discount Brokerage

Health Insurance

Investment

Life Insurance

National Bank

Payment Card

Home Insurance

Real Estate Agency

Super Regional Bank

Tax Preparation

Foods

Chocolate Candy

Non-Chocolate Candy

Premium Chocolate

Hotels

Economy Hotel

Extended Stay Hotel

Full Service Hotel

Luxury Hotel

Mid-Market Hotel

Household Products

Paint

Power Tool

Vacuum Cleaner

Window Covering

Media

Factual Entertainment TV

General Entertainment TV

Kids' TV

Music TV

News Service

Pay Cable TV Network

Sports TV

TV Network

TV News

TV Service Provider

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Animal Welfare Non-Profit
Disability Non-Profit
Environmental Non-Profit
Health Non-Profit
International Aid Non-Profit
Social Services Non-Profit
Disabled Veterans Association
Youth Non-Profit

Online Organizations

E-Retailer
Health Information Website
Online Auto Shopping
Online Computer Retailer
Online Department Store
Online Grocery
Online Home Search
Online Job Search
Online Mass Merchandiser
Online Office Supply Retailer
Online Travel Service
Social Networking Site
Video Streaming Subscription

Other Products

Gift Basket
Greeting Card
Moving Truck
Package Delivery

Over-the-Counter Products


OTC Children's Pain Relief
OTC Cold / Allergy
OTC Digestive Aid
OTC Fiber Supplement
OTC Laxative
OTC Pain Relief
OTC Sleep Aid

Restaurants

Burger Restaurant
Casual Dining Restaurant
Chicken Restaurant
Coffee & Quick Service Restaurant
Fast Casual Mexican Restaurant
Italian Dining Restaurant
Pizza Chain
Sandwich Shop

Retail

Convenience Store
Department Store
Discount Shoes Store

Gasoline
Grocery Store - Midwest Region
Grocery Store - Northeast Region
Grocery Store - South Region
Grocery Store - West Region
Hardware & Home Store
Jeweler
Luxury Department Store
Mass Merchandiser
Off-Price Retailer
Office Supply Store
Pet Supply Store
Pharmacy
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EXHIBIT 4

Interbrand















































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01  +43% 170,276 \$m 	02  +12% 120,314 \$m	03  -4% 78,423 \$m	04  +11% 67,670 \$m
05  -10% 65,095 \$m	06  +16% 49,048 \$m	07  0% 45,297 \$m	08  -7% 42,267 \$m
09  -6% 39,809 \$m	10  +29% 37,948 \$m 	11  +9% 37,212 \$m	12  Mercedes-Benz +7% 36,711 \$m
13  +13% 36,514 \$m	14  +4% 35,415 \$m	15  -3% 29,854 \$m	16  +5% 27,283 \$m

17 Interbrand  +16% 23,070 \$m 21	18  -3% 23,056 \$m 22	19 HONDA +6% 22,975 \$m 23	 20 LOUIS VUITTON -1% 22,250 \$m 24
 +5% 22,222 \$m	Gillette -3% 22,218 \$m	 +54% 22,029 \$m 	 +3% 19,622 \$m
25  -3% 18,922 \$m	26  +8% 18,768 \$m	27  +4% 16,541 \$m	28  +8% 15,267 \$m
29  +2% 14,723 \$m	30 ZARA +16% 14,031 \$m	31  +7% 13,943 \$m	32  -3% 13,940 \$m
33 J.P.Morgan +10% 13,749 \$m	34  -6% 12,637 \$m	35  -9% 12,545 \$m	36 NESCAFÉ +7% 12,257 \$m
37 HSBC  -11% 11,656 \$m	38  +6% 11,578 \$m	39  +8% 11,293 \$m	40 Canon -4% 11,278 \$m

41 Interbrand  +22% 10,944 \$m 	42 accenture +9% 10,800 \$m	43 L'ORÉAL +6% 10,798 \$m	44  +5% 10,328 \$m
45  +12% 9,784 \$m	46  +9% 9,526 \$m	47  -8% 9,400 \$m	48  +14% 9,254 \$m
49  +19% 9,082 \$m 	50 GUCCI -14% 8,882 \$m	51  +5% 8,632 \$m	52  +7% 8,588 \$m
53 SIEMENS -1% 8,553 \$m	54 Allianz  +10% 8,498 \$m	55  +3% 8,464 \$m	56  +12% 8,055 \$m
57 Cartier +6% 7,924 \$m	58 SONY -5% 7,702 \$m	59  +17% 7,243 \$m 	60 Morgan Stanley +12% 7,083 \$m
61  +15% 6,870 \$m	62  -8% 6,811 \$m	63  -12% 6,583 \$m	64  +6% 6,509 \$m

65 Interbrand  +2% 6,436 \$m	66 TIFFANY & CO.  +6% 6,606 \$m	67  +16% 6,266 \$m 	 +17% 6,257 \$m 
69 PRADA +4% 6,222 \$m	70  +13% 6,097 \$m	71  -9% 6,033 \$m	72 CATERPILLAR -12% 5,976 \$m
73 BURBERRY +5% 5,873 \$m	74  +5% 5,666 \$m	75  -7% 5,639 \$m	76  +17% 5,551 \$m 
77  +7% 5,533 \$m	78  -12% 5,530 \$m	79  +14% 5,460 \$m	80  +6% 5,391 \$m
81  -5% 5,365 \$m	82  New 5,362 \$m	83  +2% 5,208 \$m	84  +6% 5,161 \$m
85  +2% 5,133 \$m	86 FedEx +16% 5,130 \$m 	87  +14% 5,109 \$m	88  +15% 4,952 \$m

89 Interbrand  +14% 93 322 \$m	90  -7% 94 63 \$m	91 RALPH LAUREN -7% 95 29 \$m	92  -6% 96 40 \$m
 +2% 4,456 \$m	 -4% 4,407 \$m	 -7% 4,330 \$m	 +3% 4,270 \$m
97  New 4,251 \$m	98  New 4,243 \$m	99  New 4,131 \$m	100  New 4,114 \$m

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01  +21% 118,863 \$m	02  +15% 107,439 \$m	03  +3% 81,563 \$m	04  -8% 72,244 \$m	05  +3% 61,154 \$m	06  -3% 45,480 \$m	07  +15% 45,462 \$m	08  +20% 42,392 \$m
09  +1% 42,254 \$m	10  Mercedes-Benz +8% 34,338 \$m	11  +7% 34,214 \$m	12  -8% 34,153 \$m	13  +14% 32,223 \$m	14  +6% 30,936 \$m	15  +25% 29,478 \$m 	
16  +8% 25,980 \$m	17  -8% 23,758 \$m	18  -9% 22,845 \$m	19  -9% 22,552 \$m	20  +17% 21,673 \$m	21  +16% 21,083 \$m		
22	23	24	25	26	27	28	30

<div><div>+16%</div><div>19,876 \$m</div><div></div></div>	<div><div>+11%</div><div>19,510 \$m</div><div></div></div>	<div><div>+7%</div><div>19,119 \$m</div><div></div></div>	<div><div>+4%</div><div>17,340 \$m</div><div></div></div>	<div><div>+15%</div><div>15,885 \$m</div><div></div></div>	<div><div>+5%</div><div>14,470 \$m</div><div></div></div>	<div><div>+9%</div><div>14,358 \$m</div><div></div></div>	<div><div>+8%</div><div>14,078 \$m</div><div></div></div>
29	31		32		33	34	35
<div><div></div><div><div>TOP RISER</div></div></div>	<div><div></div><div><div>TOP RISER</div></div></div>		<div><div></div><div><div>+4%</div><div>13,442 \$m</div></div></div>		<div><div>HSBC </div><div><div>+8%</div><div>13,142 \$m</div></div></div>	<div><div></div><div><div>+3%</div><div>13,024 \$m</div></div></div>	<div><div>J.P.Morgan</div><div><div>+9%</div><div>12,456 \$m</div></div></div>
<div><div><div>+86%</div><div>14,349 \$m</div></div><div><div>TOP RISER</div></div></div>	<div><div><div>+23%</div><div>13,716 \$m</div></div><div><div>TOP RISER</div></div></div>		<div><div>ZARA</div><div><div>+12%</div><div>12,126 \$m</div></div></div>		<div><div>Canon</div><div><div>+6%</div><div>11,702 \$m</div></div></div>	<div><div>NESCAFÉ</div><div><div>+7%</div><div>11,406 \$m</div></div></div>	<div><div></div><div><div>+18%</div><div>10,876 \$m</div></div></div>
40	41	42	43	44	45		46
<div><div></div><div><div>+16%</div><div>10,409 \$m</div></div></div>	<div><div>GUCCI</div><div><div>+2%</div><div>10,385 \$m</div></div></div>	<div><div></div><div><div>+5%</div><div>10,264 \$m</div></div></div>	<div><div>L'ORÉAL PARIS</div><div><div>+3%</div><div>10,162 \$m</div></div></div>	<div><div>accenture</div><div><div>+4%</div><div>9,882 \$m</div></div></div>	<div><div></div><div><div>Audi</div><div><div>TOP RISER</div></div></div></div>		<div><div></div><div><div>+18%</div><div>8,977 \$m</div></div></div>
47	48	49	50	51	52		53
<div><div></div><div><div>+3%</div><div>8,758 \$m</div></div></div>	<div><div></div><div><div>+10%</div><div>8,737 \$m</div></div></div>	<div><div>SIEMENS</div><div><div>+2%</div><div>8,672 \$m</div></div></div>	<div><div></div><div><div>+5%</div><div>8,215 \$m</div></div></div>	<div><div></div><div><div>+3%</div><div>8,205 \$m</div></div></div>	<div><div><div>TOP RISER</div></div><div><div>+27%</div><div>9,831 \$m</div></div></div>		<div><div>SONY</div><div><div>-3%</div><div>8,133 \$m</div></div></div>
53	54	55	56		57	58	59
<div><div></div><div><div>+14%</div><div>8,120 \$m</div></div></div>	<div><div></div><div><div>+6%</div><div>8,000 \$m</div></div></div>	<div><div>Allianz </div><div><div>+15%</div><div>7,702 \$m</div></div></div>			<div><div></div><div><div>-8%</div><div>7,472 \$m</div></div></div>	<div><div>Cartier</div><div><div>+8%</div><div>7,449 \$m</div></div></div>	<div><div></div><div><div>-2%</div><div>7,378 \$m</div></div></div>
60	61	62			63	64	65

 +11% 7,171 \$m	 -4% 6,812 \$m	 -2% 6,641 \$m	 +23% 7,623 \$m	Morgan Stanley +11% 6,334 \$m	 +8% 6,303 \$m	 +14% 6,288 \$m	
66  +14% 6,177 \$m	67  +7% 6,143 \$m	68  -2% 6,059 \$m	69  +10% 5,998 \$m	70  +7% 5,977 \$m	71  +9% 5,936 \$m	72  -3% 5,646 \$m	73  +8% 5,594 \$m
74  +15% 5,396 \$m	75  +16% 5,382 \$m	76  +22% 5,382 \$m	77  +9% 5,333 \$m	78  +9% 5,194 \$m	79  +5% 5,124 \$m	80  +2% 5,102 \$m	81  NEW 5,084 \$m
82  +10% 5,036 \$m	83  +9% 4,979 \$m	84  +6% 4,935 \$m	85  +5% 4,884 \$m	86  +2% 4,842 \$m	87  +13% 4,772 \$m	88  +13% 4,758 \$m	89  +5% 4,643 \$m
90  +8% 4,609 \$m	91  NEW 4,473 \$m	92  NEW 4,414 \$m	93  +3% 4,387 \$m	94  NEW 4,313 \$m	95  -3% 4,221 \$m	96  -2% 4,196 \$m	97  NEW 4,143 \$m
98  -44% 4,138 \$m	99  +5% 4,122 \$m	100  -33% 4,103 \$m					




Best Global Brands

Interbrand's Best Global Brands is the definitive list of the world's most valuable brands. Find out the world's top 100 brands and the leadership strategies here.

Rankings	Interviews	Interbrand	LinkedIn
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Best
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Brands
2013



The New Top 100

The Leadership Issue

Sector Overviews

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The Top 100 List View

Click headers to sort table.

2013 Rank	Brand	Brand Value (\$m)
1		98,316
2		93,291
3		79,213

http://www.interbrand.com/en/best-global-brands/2013/top-100-list-view.aspx#[11/4/2013 11:46:49 AM]







4		78,808
5		59,546
6		46,947
7		41,992
8		39,610
9		37,257
10		35,346
11		31,904
12		31,839
13		29,053
14		28,147
15		25,843
16		25,105

17	LOUIS VUITTON	24,893
18	ORACLE	24,088
19	amazon	23,620
20	HONDA	18,490
21	H&M	18,168
22	pepsi	17,892
23	AMERICAN EXPRESS	17,646
24		17,085
25	SAP	16,676
26	IKEA	13,818
27	ups	13,763
28	ebay	13,162
29		13,035








		
30	<i>Kellogg's</i>	12,987
31	<i>Budweiser</i>	12,614
32	HSBC 	12,183
33	J.P.Morgan	11,456
34		11,120
35	Canon	10,989
36	Z A R A	10,821
37	NESCAFÉ.	10,651
38	G U C C I	10,151
39	L'ORÉAL PARIS	9,874
40	PHILIPS	9,813
41		9,471

42		9,181
43		9,004
44		8,536
45		8,503
46		8,408
47		8,103
48		7,973
49		7,968
50		7,833
51		7,767
52		7,732
53		7,648
54		7,616

55		7,535
56		7,527
57		7,444
58		7,125
59		7,096
60		6,897
61		6,845
62		6,779
63		6,710
64		6,471
65		6,203
66		6,192
67		6,086

68	Panasonic	5,821
69		5,811
70		5,756
71	Morgan Stanley	5,724
72	PRADA	5,570
73		5,535
74	VISA	5,465
75	TIFFANY & CO.	5,440
76	3M	5,413
77	BURBERRY	5,189
78		4,980
79		4,899
80		4,865

81		4,777
82		4,745
83		4,708
84		4,660
85		4,645
86		4,642
87		4,610
88		4,584
89		4,578
90		4,428
91		4,399
92		4,331
93		4,276

94		4,269
95		4,262
96		4,230
97		4,206
98		4,013
99		3,943
100		3,920

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Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on interbrand.com and bestglobalbrands.com. The Best Global Brands website also includes in-depth CMO interviews and interactive charts & graphs.

Interbrand's 2012 Best Global Brands

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE \$m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%
21	19	Honda	Automotive	17,280	-11%
22	22	Pepsi	Beverages	16,594	14%
23	21	H&M	Apparel	16,571	1%
24	23	American Express	Financial Services	15,702	8%
25	24	SAP	Business Services	15,641	8%
26	25	Nike	Sporting Goods	15,126	4%
27	27	UPS	Transportation	13,088	4%
28	31	IKEA	Home Furnishings	12,808	8%
29	34	Kellogg's	FMCG	12,068	6%
30	33	Canon	Electronics	12,029	3%
31	29	Budweiser	Alcohol	11,872	-3%
32	28	J.P. Morgan	Financial Services	11,471	-8%
33	32	HSBC	Financial Services	11,378	-4%
34	N/A	Pampers	FMCG	11,296	NEW
35	30	Nescafé	Beverages	11,089	-8%
36	36	eBay	Internet Services	10,947	12%
37	44	Zara	Apparel	9,488	18%
38	39	Gucci	Luxury	9,446	8%
39	47	Volkswagen	Automotive	9,252	18%
40	35	Sony	Electronics	9,111	-8%
41	41	Philips	Electronics	9,066	5%
42	40	L'Oréal	FMCG	8,821	1%
43	45	Accenture	Business Services	8,745	9%
44	37	Thomson Reuters	Business Services	8,444	-11%
45	50	Ford	Automotive	7,958	6%

46	49	Heinz	FMCG	7,722	1%
47	51	Colgate	FMCG	7,643	7%
48	38	Goldman Sachs	Financial Services	7,599	-16%
49	43	Dell	Technology	7,591	-9%
50	42	Citi	Financial Services	7,570	-12%
51	46	Siemens	Diversified	7,534	-5%
52	52	Danone	FMCG	7,498	8%
53	61	Hyundai	Automotive	7,473	24%
54	54	Morgan Stanley	Financial Services	7,218	9%
55	59	Audi	Automotive	7,196	17%
56	48	Nintendo	Electronics	7,082	-8%
57	55	Nestlé	FMCG	6,916	5%
58	53	AXA	Financial Services	6,748	1%
59	57	Xerox	Technology	6,714	5%
60	60	adidas	Sporting Goods	6,699	9%
61	64	Caterpillar	Diversified	6,306	13%
62	67	Allianz	Financial Services	6,184	16%
63	66	Hermès	Luxury	6,182	15%
64	62	KFC	Restaurants	5,994	2%
65	69	Panasonic	Electronics	5,765	14%
66	63	Sprite	Beverages	5,709	2%
67	58	MTV	Media	5,648	-12%
68	70	Cartier	Luxury	5,495	15%
69	N/A	Facebook	Internet Services	5,421	NEW
70	73	Tiffany & Co.	Luxury	5,159	15%
71	65	Avon	FMCG	5,151	-4%
72	72	Porsche	Automotive	5,149	12%
73	90	Nissan	Automotive	4,969	30%
74	75	Visa	Financial Services	4,944	10%
75	74	Shell	Energy	4,788	7%
76	68	Santander	Financial Services	4,771	-6%
77	85	3M	Diversified	4,656	18%
78	80	Adobe	Technology	4,557	9%
79	83	Johnson & Johnson	FMCG	4,378	8%
80	71	Kleenex	FMCG	4,360	-7%
81	78	Jack Daniel's	Alcohol	4,352	1%
82	95	Burberry	Luxury	4,342	16%
83	88	Johnnie Walker	Alcohol	4,301	12%
84	N/A	Prada	Luxury	4,271	NEW
85	97	John Deere	Diversified	4,221	16%
86	81	Pizza Hut	Restaurants	4,193	2%
87	N/A	Kia	Automotive	4,089	NEW
88	96	Starbucks	Restaurants	4,062	11%
89	86	Corona	Alcohol	4,061	3%
90	89	Smirnoff	Alcohol	4,050	5%
91	N/A	Ralph Lauren	Apparel	4,038	NEW
92	91	Heineken	Alcohol	3,939	3%
93	56	BlackBerry	Electronics	3,922	-39%
94	N/A	MasterCard	Financial Services	3,896	NEW
95	82	Credit Suisse	Financial Services	3,866	-5%
96	100	Harley-Davidson	Automotive	3,857	10%
97	76	Yahoo!	Internet Services	3,851	-13%
98	77	Moët & Chandon	Alcohol	3,824	-13%
99	99	Ferrari	Automotive	3,770	5%
100	84	Gap	Apparel	3,731	-8%

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

































PRESS & MEDIA































Karen Burke
Global Chief






























2011 Ranking of the Top 100 Brands

Print

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13		United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22		United States	Business Services	17,262	16%
+	21	21		Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36		United States	Internet Services	12,758	32%

<p>Communications Officer + 1 212 798-7646</p> <p>Lindsay Beltzer Global Public Relations Associate + 1 212 798-7786</p> <p>BGB BADGE</p> <p>Are you a Best Global Brand? Contact Jessica McHie for the BGB badge and guidelines for usage.</p> 		Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
		27	31		United States	Transportation	12,536	6%
		28	29		United States	Financial Services	12,437	1%
		29	30		United States	Alcohol	12,252	0%
		30	27		Switzerland	Beverages	12,115	-5%
		31	28		Sweden	Home Furnishings	11,863	-5%
		32	32		United Kingdom	Financial Services	11,792	2%
		33	33		Japan	Electronics	11,715	2%
		34	35		United States	FMCG	11,372	3%
		35	34		Japan	Electronics	9,880	-13%
<p>BEST GLOBAL GREEN BRANDS</p> <p>Which brands lead when it comes to the environment. Find out in our Best Global Green Brands report.</p> 		36	43		United States	Internet Services	9,805	16%
		37	39		Canada	Media	9,515	6%
		38	37		United States	Financial Services	9,091	-3%
		39	44		Italy	Luxury	8,763	5%
		40	45		France	FMCG	8,699	9%
		41	42		Netherlands	Electronics	8,658	0%
		42	40		United States	Financial Services	8,620	-3%
		43	41		United States	Electronics	8,347	-6%
		44	48		Spain	Apparel	8,065	8%
		45	47		United States	Business Services	8,005	7%
		46	49		Germany	Diversified	7,900	8%
		47	53		Germany	Automotive	7,857	14%
		48	38		Japan	Electronics	7,731	-14%
		49	46		United States	FMCG	7,609	1%
		50	50		United States	Automotive	7,483	4%
		51	51		United States	FMCG	7,127	3%
		52	58		France	FMCG	6,936	9%
		53	56		France	Financial Services	6,694	0%
		54	52		United States	Financial Services	6,634	-4%
		55	57		Switzerland	FMCG	6,613	1%
		56	54		Canada	Electronics	6,424	-5%

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
+	57	59		United States	Electronics	6,414	5%	
+	58	55		United States	Media	6,383	-5%	
+	59	63		Germany	Automotive	6,171	13%	
+	60	62		Germany	Sporting Goods	6,154	12%	
+	61	65		South Korea	Automotive	6,005	19%	
+	62	60		United States	Restaurants	5,902	1%	
+	63	61		United States	Beverages	5,604	-3%	
+	64	70		United States	Diversified	5,598	19%	
+	65	64		United States	FMCG	5,376	6%	
+	66	69		France	Luxury	5,356	12%	
+	67	67		Germany	Financial Services	5,345	9%	
+	68	68		Spain	Financial Services	5,088	5%	
+	69	73		Japan	Electronics	5,047	16%	
+	70	77		France	Luxury	4,781	18%	
+	71	71		United States	FMCG	4,672	3%	
+	72	72		Germany	Automotive	4,580	4%	
+	73	76		United States	Luxury	4,498	9%	
+	74	81		Netherlands	Energy	4,483	12%	
+	75	82		United States	Financial Services	4,478	12%	
+	76	66		United States	Internet Services	4,413	-11%	
+	77	79		France	Alcohol	4,383	9%	
+	78	78		United States	Alcohol	4,319	7%	
+	79	74		United Kingdom	Financial Services	4,259	1%	
+	80	88		United States	Computer Software	4,170	15%	
+	81	83		United States	Restaurants	4,092	3%	
+	82	80		Switzerland	Financial Services	4,090	2%	
+	83	75		United States	FMCG	4,072	-2%	
+	84	84		United States	Apparel	4,040	2%	
+	85	90		United States	Diversified	3,945	10%	
+	86	85		Mexico	Alcohol	3,924	2%	

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

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BEST GLOBAL BRANDS

2010 RANKINGS

Print

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%
+	17	20		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%

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2009 ranking
2008 ranking
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
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2001 ranking

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45 44

46 48

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51 52

52 57

53 55



United States Financial Services 13,944 -7%



United States Sporting Goods 13,706 4%



Germany Business Services 12,756 5%



Switzerland Beverages 12,753 -4%



Sweden Home Furnishings 12,487 4%



United States Financial Services 12,314 29%



United States Alcohol 12,252 4%



United States Transportation 11,826 2%



United Kingdom Financial Services 11,561 10%



Japan Electronics 11,485 10%



Japan Electronics 11,356 -5%



United States FMCG 11,041 6%



United States Internet Services 9,665 23%



United States Financial Services 9,372 1%



Japan Electronics 8,990 -2%



Canada Media 8,976 6%



United States Financial Services 8,887 -13%



United States Electronics 8,880 14%



Netherlands Electronics 8,696 7%



United States Internet Services 8,453 15%



Italy Luxury 8,346 2%



France FMCG 7,981 3%



United States FMCG 7,534 4%



United States Business Services 7,481 -3%



Spain Apparel 7,468 10%



Germany Diversified 7,315 0%



United States Automotive 7,195 3%
















































United States FMCG 6,919 6%



United States Financial Services 6,911 8%

Germany Automotive 6,892 6%

+	54	63	 BlackBerry	Canada	Electronics	6,762	32%
+	55	54	 MTV	United States	Media	6,719	3%
+	56	53	 AXA	France	Financial Services	6,694	3%
+	57	58	 Nestlé	Switzerland	FMCG	6,548	4%
+	58	60	 DANONE	France	FMCG	6,363	7%
+	59	56	 xerox	United States	Electronics	6,109	-5%
+	60	61	 McDonald's	United States	Restaurants	5,844	2%
+	61	N/A	 Sprite	United States	Beverages	5,777	0%
+	62	62	 adidas	Germany	Sporting Goods	5,495	2%
+	63	65	 Audi	Germany	Automotive	5,461	9%
+	64	67	 AVON	United States	FMCG	5,072	3%
+	65	69	 HYUNDAI	South Korea	Automotive	5,033	9%
+	66	64	 YAHOO!	United States	Internet Services	4,958	-3%
+	67	81	 Allianz	Germany	Financial Services	4,904	28%
+	68	N/A	 Santander	Spain	Financial Services	4,846	0%
+	69	70	 HERMÈS PARIS	France	Luxury	4,782	4%
+	70	66	 CATERPILLAR	United States	Diversified	4,704	-6%
+	71	71	 Kleenex	United States	FMCG	4,536	3%
+	72	74	 Porsche	Germany	Automotive	4,404	4%
+	73	75	 Panasonic	Japan	Electronics	4,351	3%
+	74	N/A	 BARCLAYS	United Kingdom	Financial Services	4,218	0%
+	75	80	 Johnson & Johnson	United States	FMCG	4,155	8%
+	76	76	 TIFFANY & CO.	United States	Luxury	4,127	3%
+	77	77	 Cartier	France	Luxury	4,052	2%
+	78	N/A	 BACARDI	United States	Alcohol	4,036	0%
+	79	82	 MOËT & CHANDON Reims	France	Alcohol	4,021	7%
+	80	N/A	 CREDIT SUISSE	Switzerland	Financial Services	4,010	0%
+	81	92	 Shell	Netherlands	Energy	4,003	24%
+	82	94	 VISA	United States	Financial Services	3,998	26%

+	83	79		United States	Restaurants	3,973	2%
+	84	78		United States	Apparel	3,961	1%
+	85	N/A		Mexico	Alcohol	3,847	0%
+	86	72		Switzerland	Financial Services	3,812	13%
+	87	86		Germany	FMCG	3,734	5%
+	88	95		United States	Computer Software	3,626	15%
+	89	84		United Kingdom	Alcohol	3,624	-2%
+	90	N/A		United States	Diversified	3,586	0%
+	91	88		Italy	Automotive	3,562	1%
+	92	N/A		United Kingdom	Alcohol	3,557	0%
+	93	N/A		Netherlands	Alcohol	3,516	0%
+	94	N/A		Switzerland	Financial Services	3,496	0%
+	95	89		Italy	Luxury	3,443	4%
+	96	91		France	FMCG	3,403	5%
+	97	90		United States	Restaurants	3,339	2%
+	98	73		United States	Automotive	3,281	-24%
+	99	100		United States	FMCG	3,241	5%
+	100	98		United Kingdom	Luxury	3,110	0%

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EXHIBIT 5



ED



World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#))

[VIDEO: How to become the World's Most Admired Company](#)

The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

[See our Methodology](#)

Top Stories

World's Most Admired companies ranked by key attributes






The most admired companies are more global than ever. Here's why.

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Fortune's World's Most Admired Companies: Starbucks, where innovation is always brewing

With plans to increase international flights, Southwest Airlines is flying high



Apple



Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29
HQ Country	USA
Website	http://www.apple.com

▼ AAPL

126.50-0.10 (-0.08%)

MAR 10 9:24 AM EDT

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

Nine Key Attributes of Reputation		Rank
Innovation		1
People management		1
Use of corporate assets		1
Social responsibility		1
Quality of management		1
Financial soundness		1
Long-term investment value		1
Quality of products / services		1
Global competitiveness		1

Company Profile

☐


Most Admired 2014


Filter



The Most Admired list is the definitive report card on corporate reputations. [See our Methodology](#)

1	Apple
2	Amazon.com
3	Google
4	Berkshire Hathaway





1

Apple



Mario Tama / Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
HQ Country	USA
Website	www.apple.com

▲ AAPL

118.93+1.33
(1.13%)

NOV 26

11:07 AM

EDT

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year’s list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market)

are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

Company Profile


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World's Most Admired Companies

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1 of 50

Apple

[BACK](#)
[NEXT](#)
Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.24

Ticker: AAPL

Why it's admired:

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. —OA


COURTESY OF APPLE

Headquarters:

Cupertino, CA

Website: www.apple.com

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

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Tech stars

Top companies in innovation, responsibility and more

7 Most Admired Companies that fell off the map

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Job openings... at Apple

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Austin, TX-Apple

[Apple At-Home Team Manager](#)
Frisco, TX-Apple

[At Home Advisor - AppleCare \(Customer ...\)](#)
Austin, TX-Apple

[AppleCare At-Home Team Manager](#)
Frisco, TX-Apple

[Group Program Manager](#)
Santa Clara, CA-Apple

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The cloud goes from mainstream
to revenue stream.

WORLD'S MOST ADMIRABLE COMPANIES

2012

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Apple

1 of 50 [Back](#) [Next](#)Vote for it as readers' choice: [Like](#) **1.2k**[Share](#) [Tweet](#)

MOST ADMIRABLE
Top 50 rank: 1
Rank in Computers: 1
(Previous rank: 1)
Overall score: 8.42
Ticker: AAPL

Why It's admired:
To say it was another big year for Apple would be a gross understatement. With the passing of Steve Jobs, questions swirled around the company's future. But under new CEO Tim Cook's guidance, Apple continues to prosper.

The company's annual revenues climbed to \$108 billion, led by an 81% increase in iPhone sales -- a jump that doesn't factor in the runaway success of the iPhone 4S -- and a 334% spike in iPad sales, due in no small part to the revamped iPad 2. Increased sales across the board explain why shares soared 75% during the company's fiscal year to \$495.

Job openings...
at Apple

Medical Doctor or Doctor of Osteopathic
San Antonio, TX-Apple One Government Services

Multiple Positions Available. IMMEDIATE...
Charlotte, NC-Apple Unlimited

Director of Core Operations
Fairfax, VA-Apple Federal Credit Union

Nurse Practitioner / Neuro / Spine
Columbus, OH-Apple Connections Recruiting

Product Administrator
Elk Grove Village, IL-Apple Vacations

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| <input type="checkbox"/> Use of corporate assets | <input type="checkbox"/> Long-term investment |
| <input type="checkbox"/> Social responsibility | <input type="checkbox"/> Product/services quality |
| <input type="checkbox"/> Global competitiveness | |

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Readers' choice



World's Most Admired Companies

Apple

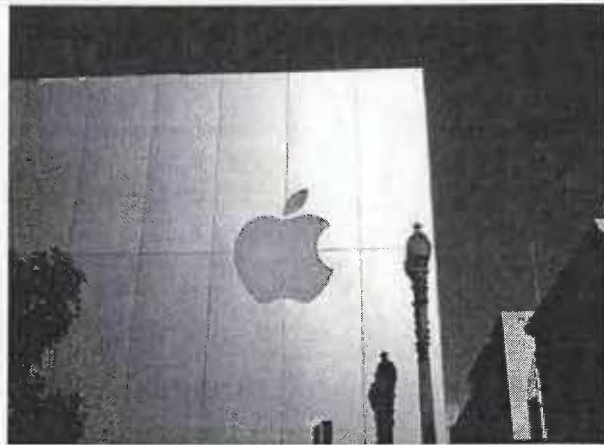
Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.16

Why it's admired For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

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Quality of products/services	1
Global competitiveness	2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71

[See all](#)

From the March 21, 2011 issue

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World's Most Admired Companies

Apple

MOST ADMIRABLE Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANTON/AP/GETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

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Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

From the March 22, 2010 issue

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WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

Full List By Location Best & Worst No. 1s Industries

Apple

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 2 (Previous rank: 2*)

Overall score: 7.07

Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. —Alyssa Abkowitz

Address: 1 Infinite Loop
Cupertino, CA 95014
Phone: 408-996-1010
Website: www.apple.com



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Five key attributes of reputation

- Innovation
- People management
- Use of corporate assets
- Social responsibility
- Quality of management
- Financial soundness
- Long-term investment
- Quality of products/services
- Global competitiveness

Industry rank

- 1
- 1
- 3
- 5
- 3
- 2
- 3
- 1
- 5

...Top 50 Headquarters



Show: Top 50 | All Most Admired. The Americas | Europe | Asia/Australia

...What Readers Say

They speak out on the Most Admired...

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50? Y...

How about Genentech, 9 billion in sales with significant profit, whi...

AT&T most admired? Not by their rank and file employees. 12,000...

Overall score

7.28

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Xerox	7.28

Job openings... at Apple

- Quartz Engineering
Cupertino, CA - Apple
- Handwriting Recognition Engineer
Cupertino, CA - Apple
- AirPort Firmware Engineer
Cupertino, CA - Apple
- Sr. Trademark/Brand Protection Counsel
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- Tooling and Process Engineer (Metals)
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2	Apple	7.07	Have your say
3	Hewlett-Packard	7.04	
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From the March 16, 2009 issue

*Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

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- the companies you most admire
- ☐ Innovation
 - ☐ Quality of management
 - ☐ People management
 - ☐ Financial soundness
 - ☐ Use of corporate assets
 - ☐ Long-term investment
 - ☐ Social responsibility
 - ☐ Product/services quality
 - ☐ Global competitiveness

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Video (3 of 3)



Least admired companies

Fortune's Stanley Bing looks at qualities like repeated boycotts that could land a company on this uncommon prestigious list. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	
See the rest		

How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

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AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20

Full list

Companies

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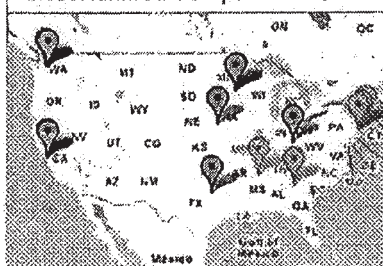
Global

Top 20

For the 20 most admired companies overall. FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

Most Admired Companies HQs



Show: Top 20 | Full list

What readers say...

• Safeway should be ranked one of the WORST companies to work for! I ...

• Indeed these are amongst the most admired companies overall. One t...

• I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

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- ☐ Innovation
- ☐ People management
- ☐ Use of corporate assets
- ☐ Social responsibility

Industry:

For multiple selections, hold down the <Ctrl> key

State:

For multiple selections, hold down the <Ctrl> key

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Stocks

Motley Fool don't think so. The Advisor in the bear

96% of the picks tripled up. 83% are beaten than tripled...

Activision is up 80% earning returns in 11 months they're recommended

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*Results as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

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Industry ch

EXHIBIT 6

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312
Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner

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Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Current Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
Renewal	1ST RENEWAL 20070621
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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,317,089

United States Patent and Trademark Office

Registered Oct. 23, 2007

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LONDON SW3 1LJ, UNITED KINGDOM

FOR: MUSICAL SOUND RECORDS; SOUND RECORDS FEATURING ENTERTAINMENT; SOUND RECORDS FEATURING MUSIC, MUSICIANS, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; MUSICAL VIDEO RECORDS; VIDEO RECORDS FEATURING ENTERTAINMENT; VIDEO RECORDS FEATURING MUSIC, MUSICIANS, CARICATURES, CARTOONS, ANIMATION, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; CINEMATOGRAPHIC FILMS; MUSICAL SOUND RECORDINGS; MUSICAL VIDEO RECORDINGS; AUDIO AND VISUAL RECORDINGS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS; PRE-RECORDED COMPACT DISCS, AUDIO TAPES, GRAMOPHONE RECORDS, VIDEO TAPES, VIDEO DISCS, DVDS,

CD-ROMS AND INTERACTIVE COMPACT DISCS, ALL FEATURING OR RELATING TO MUSIC AND FILMS; DIGITALLY RECORDED SOUND AND VIDEO RECORDS; DOWNLOADABLE MUSICAL SOUND AND VIDEO RECORDS; DOWNLOADABLE SOUND AND VIDEO RECORDS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF ERPN CMNTY TM OFC REG. NO. 00218990, DATED 11-16-2000, EXPIRES 4-1-2016.

OWNER OF U.S. REG. NO. 2,034,964.

SER. NO. 78-430,230, FILED 6-4-2004.

DARRYL SPRUILL, EXAMINING ATTORNEY



United States Patent and Trademark Office

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APPLE

Word Mark APPLE

Goods and Services IC 009. US 021 023 026 036 038. G & S: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs,)) all featuring or relating to music and films; digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films))

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78430230

Filing Date June 4, 2004

Current Basis 44E

Original Filing Basis 44E

**Published for
Opposition** October 4, 2005

**Change In
Registration** CHANGE IN REGISTRATION HAS OCCURRED

**Registration
Number** 3317089

**Registration
Date** October 23, 2007

Owner (REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London SW3 1LJ
UNITED KINGDOM

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO
CALIFORNIA 95014

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Thomas R. La Perle

**Prior
Registrations** 2034964

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator** LIVE

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United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,928,818 IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY

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APPLE

Word Mark APPLE**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases,

mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. FIRST USE: 19760401. FIRST USE IN COMMERCE: 19760401

**Standard
Characters
Claimed**

**Mark
Drawing
Code** (4) STANDARD CHARACTER MARK

**Serial
Number** 77172511

Filing Date May 3, 2007

**Current
Basis** 1A

**Original
Filing Basis** 1B

**Published for
Opposition** January 1, 2008

**Registration
Number** 3928818

**International
Registration
Number** 0956402

**Registration
Date** March 8, 2011

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record Thomas R. La Perle
Prior Registrations 1078312;2034964;2808567;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Int. Cl.: 9

Prior U.S. Cl.: 26, 38

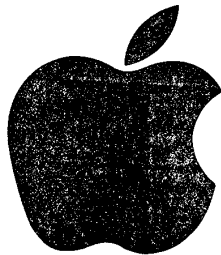
United States Patent and Trademark Office

Reg. No. 1,114,431

Registered Mar. 6, 1979

TRADEMARK

Principal Register



Apple Computer, Inc. (California corporation)
10260 Bandley Drive
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January 1977.

The mark consists of a silhouette of an apple with a bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner

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Goods and Services IC 009. US 026 038. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19770100. FIRST USE IN COMMERCE: 19770100

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 05.09.05 - Apples

Serial Number 73162799

Filing Date March 20, 1978

Current Basis 1A

Original Filing Basis 1A

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 1114431

Registration Date March 6, 1979

Owner (REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment

Recorded ASSIGNMENT RECORDED

Attorney of Record Thomas R. La Perle

Prior Registrations 1078312

Description of Mark THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.

Renewal 2ND RENEWAL 20080314

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,715,578

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY





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Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals

packaged in association with the above. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 05.09.05 - Apples

Serial Number 76426501

Filing Date July 1, 2002

Current Basis 1A

Original Filing Basis 1A

Published for Opposition February 18, 2003

Registration Number **2715578**

International Registration Number 0851679

Registration Date May 13, 2003

Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Thomas R. La Perle

Prior Registrations 1078312;1157920;1219945;1303085;1401154;2180949;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130424.

Renewal 1ST RENEWAL 20130424

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Int. Cls.: 9, 12 and 15

Prior U.S. Cls.: 2, 19, 21, 23, 26, 31, 35, 36, 38 and 44

United States Patent and Trademark Office

Reg. No. 3,084,491

Registered Apr. 25, 2006

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: ELECTRONIC APPARATUS AND SOFTWARE THEREFOR FOR DOWNLOADING, TRANSMITTING, RECEIVING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO AND NAVIGATION DATA FOR USE IN AUTOMOBILES, RAILWAY CARS AND ENGINES, SHIPS AND PLANES; SOUND EFFECT GENERATORS AND INSTRUMENTS COMPRISED OF COMPUTER HARDWARE AND SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: AUTOMOBILES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FOR: ELECTRIC AND ELECTRONIC MUSICAL INSTRUMENTS; MUSICAL INSTRUMENTS ADAPTED TO PROGRAMMED SYSTEM SEQUENCES;

ELECTRONIC PIANOS, ELECTRONIC KEYBOARD INSTRUMENTS; ELECTRIC OR ELECTRONIC PERCUSSION OR DRUM SYSTEMS COMPRISED OF COMPUTER HARDWARE AND SOFTWARE; MUSIC AND SOUND SYNTHESIZERS; ELECTRONIC TONE GENERATORS; MUSICAL INSTRUMENTS CONTROLLED BY COMPUTER SOFTWARE, IN CLASS 15 (U.S. CLS. 2, 21 AND 36).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 3528452, FILED 11-4-2003, REG. NO. 3528452, DATED 4-27-2005, EXPIRES 11-4-2013.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

SER. NO. 78-408,365, FILED 4-26-2004.

VIVIAN MICZNIK FIRST, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Goods and Services

IC 009. US 021 023 026 036 038. G & S: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles, railway cars [and engines,] ships and planes; sound effect generators and instruments comprised of computer hardware and software

(CANCELLED) IC 012. US 019 021 023 031 035 044. G & S: [automobiles]

IC 015. US 002 021 036. G & S: Electric and electronic musical instruments; musical instruments adapted to programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generators; musical instruments controlled by computer software

Mark

Drawing Code

(2) DESIGN ONLY

Design

05.09.05 - Apples

Search Code

05.09.13 - Fruits (slices or quarters of)

Serial

Number

78408365

Filing Date

April 26, 2004

Current

Basis

44E

Original

Filing Basis

1B;44D

Published for Opposition

January 31, 2006

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 3084491

International Registration Number 0957465

Registration Date April 25, 2006

Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Thomas R. La Perle

Priority Date November 4, 2003

Prior Registrations 1114431;2715578;2753069;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR).

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Int. Cl.: 9

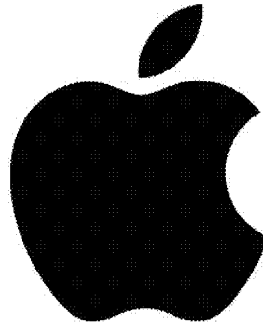
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

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Record 1 out of 1[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Trademark Search Facility Classification Code VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves

Serial Number 77648705

Filing Date January 13, 2009

Current Basis 1A

Original Filing Basis 1A

Published for Opposition June 23, 2009

Registration Number **3679056**

International Registration Number 1014459

Registration Date September 8, 2009

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record Thomas R. La Perle

Prior Registrations 1114431;2715578;2753069;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,359,045

United States Patent and Trademark Office

Registered Dec. 25, 2007

**TRADEMARK
PRINCIPAL REGISTER**

APPLE TV

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

OTHER MULTIMEDIA CONTENT, IN CLASS 9 (U.S.
CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 37955, FILED 11-13-2006.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV", APART FROM THE MARK AS SHOWN.

SER. NO. 77-152,380, FILED 4-9-2007.

ANGELA GAW, EXAMINING ATTORNEY



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APPLE TV

Word Mark

APPLE TV

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Trademark Search Facility Classification Code

LETS-2 TV Two letters or combinations of multiples of two letters

Serial Number

77152380

Filing Date

April 9, 2007

Current Basis

1A

Original Filing Basis

1A;44D

Published for Opposition October 9, 2007

Registration Number 3359045

International Registration Number 0928475

Registration Date December 25, 2007

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record Thomas R. La Perle

Priority Date November 13, 2006

Prior Registrations 1078312;2034964;2808567;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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Int. Cl.: 9

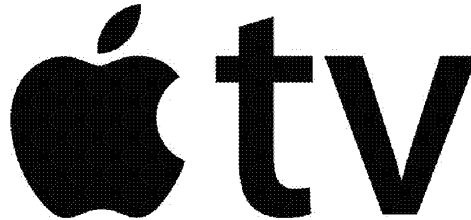
Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 3,359,157

Registered Dec. 25, 2007

**TRADEMARK
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING

AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-154,348, FILED 4-11-2007.

ANGELA GAW, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Word Mark
Goods and Services

TV
IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

05.09.05 - Apples

Trademark Search Facility Classification Code

LETS-2 TV Two letters or combinations of multiples of two letters
VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves

Serial Number

77154348

Filing Date

April 11, 2007

Current Basis

1A

Original Filing Basis

1A

Published for

October 9, 2007

Opposition**Registration
Number****3359157****International
Registration
Number**

0946501

**Registration
Date**

December 25, 2007

Owner

(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of
Record**

Yuka Sugar

**Prior
Registrations**

1114431;2715578;2753069;AND OTHERS

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN

**Description of
Mark**

Color is not claimed as a feature of the mark. The mark consists of a design of an apple with a bite removed.

Type of Mark

TRADEMARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR).

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Indicator**

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United States of America
United States Patent and Trademark Office

 iPhone

Reg. No. 3,746,840 APPLE INC. (CALIFORNIA CORPORATION)
Registered Feb. 9, 2010 1 INFINITE LOOP
CUPERTINO, CA 95014

Int. Cls.: 9, 28 and 38 FOR: HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, AND FOR USE AS A HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, AND CAMERA, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: HANDHELD UNIT FOR PLAYING ELECTRONIC GAMES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: TELECOMMUNICATION ACCESS SERVICES; COMMUNICATION BY COMPUTER; TRANSMISSION OF DATA AND OF INFORMATION BY ELECTRONIC MEANS; PROVISION OF TELECOMMUNICATIONS CONNECTIONS TO COMPUTER DATABASES AND THE INTERNET; ELECTRONIC TRANSMISSION OF STREAMED AND DOWNLOADABLE AUDIO AND VIDEO FILES VIA COMPUTER AND OTHER COMMUNICATIONS NETWORKS; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; PROVISION OF TELECOMMUNICATIONS CONNECTIONS TO ELECTRONIC COMMUNICATIONS NETWORKS, FOR TRANSMISSION OR RECEPTION OF AUDIO, VIDEO OR MULTIMEDIA CONTENT, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 38613, FILED 6-22-2007.

OWNER OF U.S. REG. NOS. 2,715,578, 3,669,402 AND OTHERS.

THE MARK CONSISTS OF A DESIGN OF AN APPLE WITH A BITE REMOVED.

SEC. 2(F) AS TO "IPHONE".

SER. NO. 77-976,400, FILED 12-15-2007.



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,746,840 CHERYL CLAYTON, EXAMINING ATTORNEY



United States Patent and Trademark Office

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iPhone

Word Mark

IPHONE

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Handheld mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, and for use as a handheld computer, personal digital assistant, electronic organizer, electronic notepad, and camera. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

IC 028. US 022 023 038 050. G & S: Handheld unit for playing electronic games. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

IC 038. US 100 101 104. G & S: Telecommunication access services; communication by computer; transmission of data and of information by electronic means; provision of telecommunications connections to computer databases and the Internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; provision of telecommunications connections to electronic communications networks, for transmission or reception of audio, video or multimedia content. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

05.09.05 - Apples

Trademark Search Facility Classification Code

LETS-1 | A single letter, multiples of a single letter or in combination with a design
VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

Serial Number

77976400

Filing Date December 15, 2007
Current Basis 1A
Original Filing Basis 1B;44D
Published for Opposition November 24, 2009
Registration Number **3746840**
International Registration Number 0975076
Registration Date February 9, 2010
Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record Thomas R. La Perle
Priority Date June 22, 2007
Prior Registrations 2715578;2753069;2870477;3669402;AND OTHERS
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a design of an apple with a bite removed.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL-2(F)-IN PART
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE
Distinctiveness Limitation Statement as to "IPHONE"

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United States of America
United States Patent and Trademark Office

 **iPhone**

Reg. No. 4,425,780

Registered Oct. 29, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
MS: 36-4TM
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER GAMING MACHINES, VIDEOPHONES, AND COMPUTER PERIPHERALS,
IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO.
38613, FILED 6-22-2007.

SEC. 2(F) AS TO "IPHONE".

OWNER OF U.S. REG. NOS. 2,715,578, 3,669,402, AND OTHERS.

THE MARK CONSISTS OF A DESIGN OF AN APPLE WITH A BITE REMOVED.

SN 77-353,055, FILED 12-15-2007.

CHERYL CLAYTON, EXAMINING ATTORNEY



Lea Street Lee

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



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Word Mark	IPHONE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer gaming machines, videophones, and computer peripherals. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	05.09.05 - Apples
Serial Number	77353055
Filing Date	December 15, 2007
Current Basis	1A
Original Filing Basis	1B;44D
Published for Opposition	June 15, 2010
Registration Number	4425780
International Registration Number	0975076
Registration Date	October 29, 2013
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA MS: 36-4TM 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Priority Date	June 22, 2007
Prior Registrations	2715578;2753069;2870477;3669402;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of a design of an apple with a bite removed.

Type of Mark TRADEMARK
Register PRINCIPAL-2(F)-IN PART
Live/Dead Indicator LIVE
Distinctiveness
Limitation Statement AS TO "IPHONE"

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EXHIBIT 7

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,532,627

United States Patent and Trademark Office

Registered Nov. 11, 2008

**TRADEMARK
PRINCIPAL REGISTER**

BEATS

PENTAGRAM DESIGN, INC. (CALIFORNIA
CORPORATION)
387 TEHAMA STREET
SAN FRANCISCO, CA 94103

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: AUDIO EQUIPMENT, NAMELY, HEAD-
PHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SN 78-902,543, FILED 6-7-2006.

FIRST USE 7-1-2008; IN COMMERCE 7-1-2008.

JOHN DWYER, EXAMINING ATTORNEY

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BEATS

Word Mark

BEATS

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Audio equipment, namely, headphones. FIRST USE: 20080701. FIRST USE IN COMMERCE: 20080701

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

78902543

Filing Date

June 7, 2006

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

January 8, 2008

Registration Number**3532627****Registration Date**

November 11, 2008

Owner

(REGISTRANT) Pentagram Design, Inc. CORPORATION CALIFORNIA 387 Tehama Street San Francisco CALIFORNIA 94103

(LAST LISTED OWNER) BEATS ELECTRONICS, LLC LIMITED LIABILITY COMPANY CALIFORNIA 8600 Hayden Place Culver City CALIFORNIA 90232

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Kimberly Eckhart
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 8 (6-YR).
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

BEATS

Reg. No. 3,862,142

Registered Oct. 12, 2010

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
2220 COLORADO AVENUE
SANTA MONICA, CA 90404

FOR: HEADPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-1-2008; IN COMMERCE 7-1-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-980,257, FILED 6-3-2008.

TRACY CROSS, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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BEATS

Word Mark	BEATS
Goods and Services	IC 009. US 021 023 026 036 038. G & S: headphones. FIRST USE: 20080701. FIRST USE IN COMMERCE: 20080701
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77980257
Filing Date	June 3, 2008
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 9, 2009
Registration Number	3862142
Registration Date	October 12, 2010
Owner	(REGISTRANT) BEATS ELECTRONICS, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Kimberly Eckhart
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

BEATS

Reg. No. 4,035,777

Registered Oct. 4, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
2220 COLORADO AVENUE
SANTA MONICA, CA 90404

FOR: AUDIO SPEAKERS; LOUDSPEAKERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-7-2010; IN COMMERCE 9-7-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-982,434, FILED 6-3-2008.

TRACY CROSS, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office



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BEATS

Word Mark BEATS**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Audio speakers; loudspeakers. FIRST USE: 20100907.
FIRST USE IN COMMERCE: 20100907**Standard
Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 77982434**Filing Date** June 3, 2008**Current Basis** 1A**Original Filing Basis** 1B**Published for
Opposition** June 9, 2009**Registration
Number** **4035777****Registration Date** October 4, 2011**Owner** (REGISTRANT) BEATS ELECTRONICS, LLC LIMITED LIABILITY COMPANY DELAWARE 8600
Hayden Place Culver City CALIFORNIA 90232**Assignment
Recorded** ASSIGNMENT RECORDED**Attorney of Record** Kimberly Eckhart**Type of Mark** TRADEMARK**Register** PRINCIPAL

Live/Dead Indicator LIVE

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United States of America
United States Patent and Trademark Office

BEATS

Reg. No. 4,361,690

Registered July 2, 2013

Int. Cls.: 9 and 25

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD, SUITE 5000N
SANTA MONICA, CA 90404

FOR: LOUDSPEAKERS, AUDIO SPEAKERS, CAR AUDIO SPEAKERS, MEDIA PLAYERS
FOR AUTOMOBILES, CD PLAYERS FOR AUTOMOBILES , IN CLASS 9 (U.S. CLS. 21, 23,
26, 36 AND 38).

FIRST USE 9-7-2010; IN COMMERCE 9-7-2010.

FOR: T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-5-2011; IN COMMERCE 11-5-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,532,627.

SN 77-983,303, FILED 2-5-2009.

JEFFREY LOOK, EXAMINING ATTORNEY



Lea Street Lee

Acting Director of the United States Patent and Trademark Office



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BEATS

Word Mark	BEATS
Goods and Services	IC 009. US 021 023 026 036 038. G & S: loudspeakers, audio speakers, car audio speakers, media players for automobiles, CD players for automobiles. FIRST USE: 20100907. FIRST USE IN COMMERCE: 20100907
	IC 025. US 022 039. G & S: T-shirts. FIRST USE: 20111105. FIRST USE IN COMMERCE: 20111105
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77983303
Filing Date	February 5, 2009
Current Basis	1A
Original Filing Basis	1A;1B;44D
Published for Opposition	January 25, 2011
Registration Number	4361690
Registration Date	July 2, 2013
Owner	(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY CALIFORNIA 8600 Hayden Place Culver City CALIFORNIA 90232

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Kimberly Eckhart

Prior Registrations 3532627

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

BEATS

Reg. No. 4,529,746

Registered May 13, 2014

Int. Cls.: 9, 25, and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD SUITE 5000N
SANTA MONICA, CA 90404

FOR: ELECTRONIC CABLES, NAMELY, AUDIO ELECTRIC CABLES AND CABLE CONNECTORS; POWER CABLES AND CABLE CONNECTORS; AUDIO SPEAKERS FOR HOME THEATER SYSTEMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-1-2008; IN COMMERCE 7-1-2008.

FOR: HEADGEAR, NAMELY, CAPS, HATS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-5-2011; IN COMMERCE 11-5-2011.

FOR: PROVISION OF LIVE ENTERTAINMENT AND RECORDED ENTERTAINMENT, NAMELY, LIVE MUSICAL PERFORMANCES BY MUSICAL BANDS AND DJS; MUSICAL ENTERTAINMENT IN THE NATURE OF LIVE VISUAL AND AUDIO PERFORMANCES BY MUSICAL GROUPS AND DJS; EXHIBITIONS, NAMELY, EXHIBITIONS CONCERNING MUSIC; MUSICAL ENTERTAINMENT IN THE NATURE OF LIVE VISUAL AND AUDIO PERFORMANCES BY MUSICAL GROUPS AND DJS; EXHIBITIONS, NAMELY, EXHIBITIONS CONCERNING MUSIC, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-5-2013; IN COMMERCE 12-5-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 008370819, FILED 6-17-2009.

OWNER OF U.S. REG. NO. 3,532,627.

SN 77-786,522, FILED 7-21-2009.

DARRYL SPRUILL, EXAMINING ATTORNEY



Michelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

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BEATS

Word Mark BEATS**Goods and Services** IC 009. US 021 023 026 036 038. G & S: electronic cables, namely, audio electric cables and cable connectors; power cables and cable connectors; audio speakers for home theater systems. FIRST USE: 20080701. FIRST USE IN COMMERCE: 20080701

IC 025. US 022 039. G & S: headgear, namely, caps, hats. FIRST USE: 20111105. FIRST USE IN COMMERCE: 20111105

IC 041. US 100 101 107. G & S: Provision of live entertainment and recorded entertainment, namely, live musical performances by musical bands and DJs; musical entertainment in the nature of live visual and audio performances by musical groups and DJs; exhibitions, namely, exhibitions concerning music; musical entertainment in the nature of live visual and audio performances by musical groups and DJs; exhibitions, namely, exhibitions concerning music. FIRST USE: 20131205. FIRST USE IN COMMERCE: 20131205

Standard Characters Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 77786522**Filing Date** July 21, 2009**Current Basis** 1A**Original**

Filing Basis 1A;1B;44D

**Published for
Opposition** December 7, 2010

**Registration
Number** 4529746

**Registration
Date** May 13, 2014

Owner (REGISTRANT) BEATS ELECTRONICS, LLC LIMITED LIABILITY COMPANY DELAWARE 1601 Cloverfield
Blvd Suite 5000N SANTA MONICA CALIFORNIA 90404

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Kimberly Eckhart

Priority Date June 17, 2009

**Prior
Registrations** 3532627

**Description
of Mark** Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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United States of America

United States Patent and Trademark Office

BEATS

Reg. No. 4,537,908

Registered May 27, 2014

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD, SUITE 5000N
SANTA MONICA, CA 90404

FOR: CARRYING CASES FOR HEADPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-0-2012; IN COMMERCE 8-0-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,532,627.

SN 77-664,171, FILED 2-5-2009.

JEFFREY LOOK, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

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Word Mark	BEATS
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Carrying cases for headphones. FIRST USE: 20120800. FIRST USE IN COMMERCE: 20120800
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77664171
Filing Date	February 5, 2009
Current Basis	1A
Original Filing Basis	1A;1B;44D
Published for Opposition	January 25, 2011
Registration Number	4537908
Registration Date	May 27, 2014
Owner	(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Kimberly Eckhart
Prior Registrations	3532627
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK

Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

HEARTBEATS

Reg. No. 3,921,110

Registered Feb. 15, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
2220 COLORADO AVENUE
SANTA MONICA, CA 90404

FOR: PERSONAL HEADPHONES FOR USE WITH SOUND TRANSMITTING SYSTEMS;
HEADPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-16-2009; IN COMMERCE 9-16-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-980,836, FILED 6-11-2009.

BENJAMIN OKEKE, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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HEARTBEATS

Word Mark

HEARTBEATS

Goods and Services

IC 009. US 021 023 026 036 038. G & S: personal headphones for use with sound transmitting systems; headphones. FIRST USE: 20090916. FIRST USE IN COMMERCE: 20090916

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

77980836

Filing Date

June 11, 2009

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

February 2, 2010

Registration Number**3921110****Registration Date**

February 15, 2011

Owner

(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY CALIFORNIA 8600 Hayden Place Culver City CALIFORNIA 90232

Assignment Recorded

ASSIGNMENT RECORDED

Attorney of Record	Kimberly Eckhart
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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United States of America
United States Patent and Trademark Office

JUSTBEATS

Reg. No. 4,173,065

Registered July 10, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BVD, SUITE 5000N
SANTA MONICA, CA 90404

FOR: HEADSETS FOR MOBILE PHONES; HEADPHONES; PERSONAL HEADPHONES FOR
USE WITH SOUND TRANSMITTING SYSTEMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND
38).

FIRST USE 10-14-2010; IN COMMERCE 10-14-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,532,627, 3,862,142, AND OTHERS.

SN 85-976,728, FILED 6-25-2010.

LAURIE MAYES, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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JUSTBEATS

Word Mark JUSTBEATS**Goods and Services** IC 009. US 021 023 026 036 038. G & S: headsets for mobile phones; headphones; personal headphones for use with sound transmitting systems. FIRST USE: 20101014. FIRST USE IN COMMERCE: 20101014**Standard Characters Claimed****Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 85976728**Filing Date** June 25, 2010**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** May 31, 2011**Registration Number** 4173065**Registration Date** July 10, 2012**Owner** (REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232**Assignment Recorded** ASSIGNMENT RECORDED

Attorney of Record Kimberly Eckhart
Prior Registrations 3532627;3862142;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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United States of America
United States Patent and Trademark Office

BEATS PRO

Reg. No. 4,177,191

Registered July 17, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD, SUITE 5000N
SANTA MONICA, CA 90404

FOR: HEADPHONES; PERSONAL HEADPHONES FOR USE WITH SOUND TRANSMITTING
SYSTEMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-14-2010; IN COMMERCE 10-14-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,532,627, 3,862,142, AND OTHERS.

SN 85-976,944, FILED 6-8-2010.

LAURIE MAYES, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



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Record 1 out of 1[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***BEATS PRO****Word Mark**

BEATS PRO

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Headphones; personal headphones for use with sound transmitting systems. FIRST USE: 20101014. FIRST USE IN COMMERCE: 20101014

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

85976944

Filing Date

June 8, 2010

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

May 24, 2011

Registration Number

4177191

Registration Date

July 17, 2012

Owner

(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232

Assignment Recorded

ASSIGNMENT RECORDED

Attorney of Record	Kimberly Eckhart
Prior Registrations	3532627;3862142;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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United States of America

United States Patent and Trademark Office

BEATS STUDIO

Reg. No. 4,314,478

Registered Apr. 2, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD, SUITE 5000N
SANTA MONICA, CA 90404

FOR: HEADPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-1-2012; IN COMMERCE 7-1-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,532,627, 4,035,777, AND OTHERS.

SN 85-554,241, FILED 2-27-2012.

APRIL ROACH, EXAMINING ATTORNEY



Lea Street Lee

Acting Director of the United States Patent and Trademark Office

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BEATS STUDIO

Word Mark	BEATS STUDIO
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Headphones. FIRST USE: 20120701. FIRST USE IN COMMERCE: 20120701
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85554241
Filing Date	February 27, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 12, 2012
Registration Number	4314478
Registration Date	April 2, 2013
Owner	(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Kimberly Eckhart
Prior Registrations	3532627;3862142;4035777;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead Indicator LIVE

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United States of America
United States Patent and Trademark Office

BEATS PILL

Reg. No. 4,314,931

Registered Apr. 2, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD SUITE 5000N
SANTA MONICA, CA 90404

FOR: AUDIO SPEAKERS; LOUDSPEAKERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-16-2012; IN COMMERCE 10-16-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,532,627, 4,035,777, AND OTHERS.

SN 85-978,529, FILED 1-9-2012.

APRIL ROACH, EXAMINING ATTORNEY



Lea Street Lee

Acting Director of the United States Patent and Trademark Office



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BEATS PILL

Word Mark	BEATS PILL
Goods and Services	IC 009. US 021 023 026 036 038. G & S: audio speakers; loudspeakers. FIRST USE: 20121016. FIRST USE IN COMMERCE: 20121016
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85978529
Filing Date	January 9, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 12, 2012
Registration Number	4314931
International Registration Number	1278037
Registration Date	April 2, 2013
Owner	(REGISTRANT) BEATS ELECTRONICS, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Kimberly Eckhart
Prior Registrations	3532627;3862142;4035777;AND OTHERS
Type of Mark	TRADEMARK

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United States of America
United States Patent and Trademark Office

BEATSAUDIO

Reg. No. 4,564,379

Registered July 8, 2014

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
8600 HAYDEN PLACE
CULVER CITY, CA 90232

FOR: CELL PHONES; SMART PHONES; LAPTOP COMPUTERS; COMPUTER ACCESSORIES, NAMELY, COMPUTER MONITORS; MEDIA PLAYERS FOR AUTOMOBILES, DVD PLAYERS FOR AUTOMOBILES, CD PLAYERS FOR AUTOMOBILES, DIGITAL AUDIO PLAYERS FOR AUTOMOBILES; DIGITAL VIDEO PLAYERS FOR AUTOMOBILES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-17-2010; IN COMMERCE 1-17-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,532,627 AND 3,862,142.

SN 77-960,477, FILED 3-16-2010.

JOHN E. MICHOS, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

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Word Mark	BEATSAUDIO
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Cell phones; smart phones; laptop computers; computer accessories, namely, computer monitors; media players for automobiles, DVD players for automobiles, CD players for automobiles, digital audio players for automobiles; digital video players for automobiles. FIRST USE: 20100117. FIRST USE IN COMMERCE: 20100117
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77960477
Filing Date	March 16, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	February 22, 2011
Registration Number	4564379
Registration Date	July 8, 2014

Owner (REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place
Culver City CALIFORNIA 90232

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Kimberly Eckhart

**Prior
Registrations** 3532627;3862142

Type of Mark TRADEMARK

Register PRINCIPAL

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Indicator** LIVE

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United States of America
United States Patent and Trademark Office

URBEATS

Reg. No. 4,314,930

Registered Apr. 2, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD, SUITE 5000N
SANTA MONICA, CA 90404

FOR: HEADPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-0-2011; IN COMMERCE 11-0-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 10258697, FILED 9-12-2011.

OWNER OF U.S. REG. NOS. 3,532,627, 4,035,777, AND OTHERS.

SN 85-978,526, FILED 3-9-2012.

APRIL ROACH, EXAMINING ATTORNEY



Lea Street Lee

Acting Director of the United States Patent and Trademark Office



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URBEATS

Word Mark	URBEATS
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Headphones. FIRST USE: 20111100. FIRST USE IN COMMERCE: 20111100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85978526
Filing Date	March 9, 2012
Current Basis	1A
Original Filing Basis	1B;44D
Published for Opposition	June 12, 2012
Registration Number	4314930
Registration Date	April 2, 2013
Owner	(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Kimberly Eckhart
Priority Date	September 12, 2011
Prior Registrations	3532627;3862142;4035777;AND OTHERS
Type of Mark	TRADEMARK

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United States of America

United States Patent and Trademark Office

BEATS BY DR. DRE

Reg. No. 4,176,105

Registered July 17, 2012

Int. Cls.: 9 and 25

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
1601 CLOVERFIELD BLVD., SUITE 5000N
SANTA MONICA, CA 90404

FOR: MEDIA PLAYERS FOR AUTOMOBILES; DVD PLAYERS FOR AUTOMOBILES; CD PLAYERS FOR AUTOMOBILES; DIGITAL AUDIO PLAYERS FOR AUTOMOBILES; AUDIO SPEAKERS; CAR AUDIO SPEAKERS; LOUDSPEAKERS; LOUDSPEAKER CABINETS; HORNS FOR LOUDSPEAKERS; HEADPHONES; PERSONAL HEADPHONES FOR USE WITH SOUND TRANSMITTING SYSTEMS; MEDIA PLAYERS FOR AUTOMOBILES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-14-2010; IN COMMERCE 10-14-2010.

FOR: T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-5-2011; IN COMMERCE 11-5-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 008370827, FILED 6-17-2009.

OWNER OF U.S. REG. NO. 3,532,627.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK IDENTIFIES "ANDRE YOUNG" A/K/A "DR. DRE", WHOSE CONSENT(S) TO REGISTER IS MADE OF RECORD.

SN 77-983,185, FILED 7-21-2009.

BENJAMIN OKEKE, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

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Record 1 out of 1[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***BEATS BY DR. DRE****Word Mark** BEATS BY DR. DRE**Goods and Services** IC 009. US 021 023 026 036 038. G & S: media players for automobiles; DVD players for automobiles; CD players for automobiles; digital audio players for automobiles; audio speakers; car audio speakers; loudspeakers; loudspeaker cabinets; horns for loudspeakers; headphones; personal headphones for use with sound transmitting systems; media players for automobiles. FIRST USE: 20101014. FIRST USE IN COMMERCE: 20101014

IC 025. US 022 039. G & S: T-shirts. FIRST USE: 20111105. FIRST USE IN COMMERCE: 20111105

Standard Characters Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 77983185**Filing Date** July 21, 2009**Current Basis** 1A**Original Filing Basis** 1B;44D**Published for Opposition** August 23, 2011**Registration** 4176105

Number**Registration Date** July 17, 2012**Owner** (REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place
Culver City CALIFORNIA 90232**Assignment Recorded** ASSIGNMENT RECORDED**Attorney of Record** Kimberly Eckhart**Priority Date** June 17, 2009**Prior Registrations** 3532627**Type of Mark** TRADEMARK**Register** PRINCIPAL**Other Data** The name(s), portrait(s), and/or signature(s) shown in the mark identifies "Andre Young" a/k/a "Dr. Dre", whose consent(s) to register is made of record.**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

United States of America

United States Patent and Trademark Office

BEATS BY DR. DRE

Reg. No. 4,572,603

Registered July 22, 2014

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
8600 HAYDEN PLACE
CULVER CITY, CA 90232

FOR: AUDIO SPEAKERS FOR HOME THEATER SYSTEMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-16-2012; IN COMMERCE 10-16-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 008370827, FILED 6-17-2009.

OWNER OF U.S. REG. NO. 3,532,627.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK IDENTIFIES "ANDRE YOUNG" A/K/A "DR. DRE", WHOSE CONSENT(S) TO REGISTER IS MADE OF RECORD.

SN 77-786,492, FILED 7-21-2009.

DARRYL SPRUILL, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

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Word Mark	BEATS BY DR. DRE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Audio speakers for home theater systems. FIRST USE: 20121016. FIRST USE IN COMMERCE: 20121016
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77786492
Filing Date	July 21, 2009
Current Basis	1A
Original Filing Basis	1B;44D
Published for Opposition	August 23, 2011
Registration Number	4572603
Registration Date	July 22, 2014
Owner	(REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Kimberly Eckhart
Priority Date	June 17, 2009

Prior Registrations 3532627

Type of Mark TRADEMARK

Register PRINCIPAL

Other Data The name(s), portrait(s), and/or signature(s) shown in the mark identifies "Andre Young" a/k/a "Dr. Dre", whose consent(s) to register is made of record.

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United States of America

United States Patent and Trademark Office

BEATS MUSIC

Reg. No. 4,814,903

Registered Sep. 15, 2015

Int. Cls.: 9, 38, 41, and 42

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

BEATS ELECTRONICS, LLC (DELAWARE LIMITED LIABILITY COMPANY)
8600 HAYDEN PLACE
CULVER CITY, CA 90232

FOR: AUDIO RECORDINGS FEATURING MUSIC; DOWNLOADABLE AUDIO RECORDINGS FEATURING MUSIC; PRERECORDED MUSIC, NAMELY, DIGITAL DOWNLOADS; COMPUTER SOFTWARE FOR USE IN THE DELIVERY, DISTRIBUTION AND TRANSMISSION OF DIGITAL MUSIC AND ENTERTAINMENT-RELATED AUDIO, VIDEO, TEXT AND MULTIMEDIA CONTENT; COMPUTER SOFTWARE FOR CREATING SEARCHABLE DATABASES OF INFORMATION AND DATA FOR PEER-TO-PEER SOCIAL NETWORKING DATABASES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-21-2014; IN COMMERCE 1-21-2014.

FOR: STREAMING OF AUDIO VIA ELECTRONIC COMMUNICATION NETWORKS, LOCAL AND GLOBAL COMPUTER NETWORKS AND WIRELESS COMMUNICATION NETWORKS; STREAMING OF MUSIC TO USERS ONLINE VIA A COMMUNICATION NETWORK, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 1-21-2014; IN COMMERCE 1-21-2014.

FOR: PROVIDING AN ONLINE DATABASE VIA A COMMUNICATION NETWORK FEATURING MUSIC, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-21-2014; IN COMMERCE 1-21-2014.

FOR: PROVIDING SEARCH ENGINES AND SEARCH PLATFORMS FOR OBTAINING DATA AND CONTENT VIA ELECTRONIC COMMUNICATION NETWORKS, LOCAL AND GLOBAL COMPUTER NETWORKS AND WIRELESS COMMUNICATION DEVICES; COMPUTER SERVICES, NAMELY, CREATING COMPUTER NETWORK-BASED INDEXES OF INFORMATION AND RESOURCES AVAILABLE ON ELECTRONIC COMMUNICATION NETWORKS, LOCAL AND GLOBAL COMPUTER NETWORKS AND WIRELESS COMMUNICATION DEVICES; SEARCHING, BROWSING AND RETRIEVING, INFORMATION AND OTHER RESOURCES AVAILABLE ON ELECTRONIC COMMUNICATION NETWORKS, LOCAL AND GLOBAL COMPUTER NETWORKS AND WIRELESS COMMUNICATION DEVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Reg. No. 4,814,903 FIRST USE 1-21-2014; IN COMMERCE 1-21-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,532,627, 4,035,777, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MUSIC", APART FROM THE MARK AS SHOWN.

SN 86-976,829, FILED 10-9-2013.

JESSICA A. POWERS, EXAMINING ATTORNEY

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BEATS MUSIC

Word Mark

BEATS MUSIC

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Audio recordings featuring music; downloadable audio recordings featuring music; prerecorded music, namely, digital downloads; Computer software for use in the delivery, distribution and transmission of digital music and entertainment-related audio, video, text and multimedia content; computer software for creating searchable databases of information and data for peer-to-peer social networking databases. FIRST USE: 20140121. FIRST USE IN COMMERCE: 20140121

IC 038. US 100 101 104. G & S: Streaming of audio via electronic communication networks, local and global computer networks and wireless communication networks; Streaming of music to users online via a communication network. FIRST USE: 20140121. FIRST USE IN COMMERCE: 20140121

IC 041. US 100 101 107. G & S: Providing an online database via a communication network featuring music. FIRST USE: 20140121. FIRST USE IN COMMERCE: 20140121

IC 042. US 100 101. G & S: Providing search engines and search platforms for obtaining data and content via electronic communication networks, local and global computer networks and wireless communication devices; computer services, namely, creating computer network-based indexes of information and resources available on electronic communication networks, local and global computer networks and wireless communication devices; searching, browsing and retrieving, information and other resources available on electronic communication networks, local and global computer networks and wireless communication devices. FIRST USE: 20140121. FIRST USE IN COMMERCE: 20140121

Standard Characters Claimed**Mark Drawing**

(4) STANDARD CHARACTER MARK

Code**Serial Number** 86976829**Filing Date** October 9, 2013**Current Basis** 1A**Original Filing Basis** 1B**Published for Opposition** April 22, 2014**Registration Number** **4814903****Registration Date** September 15, 2015**Owner** (REGISTRANT) Beats Electronics, LLC LIMITED LIABILITY COMPANY DELAWARE 8600 Hayden Place Culver City CALIFORNIA 90232**Attorney of Record** Kimberly Eckhart**Prior Registrations** 3532627;3862142;4035777;AND OTHERS**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MUSIC" APART FROM THE MARK AS SHOWN**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)